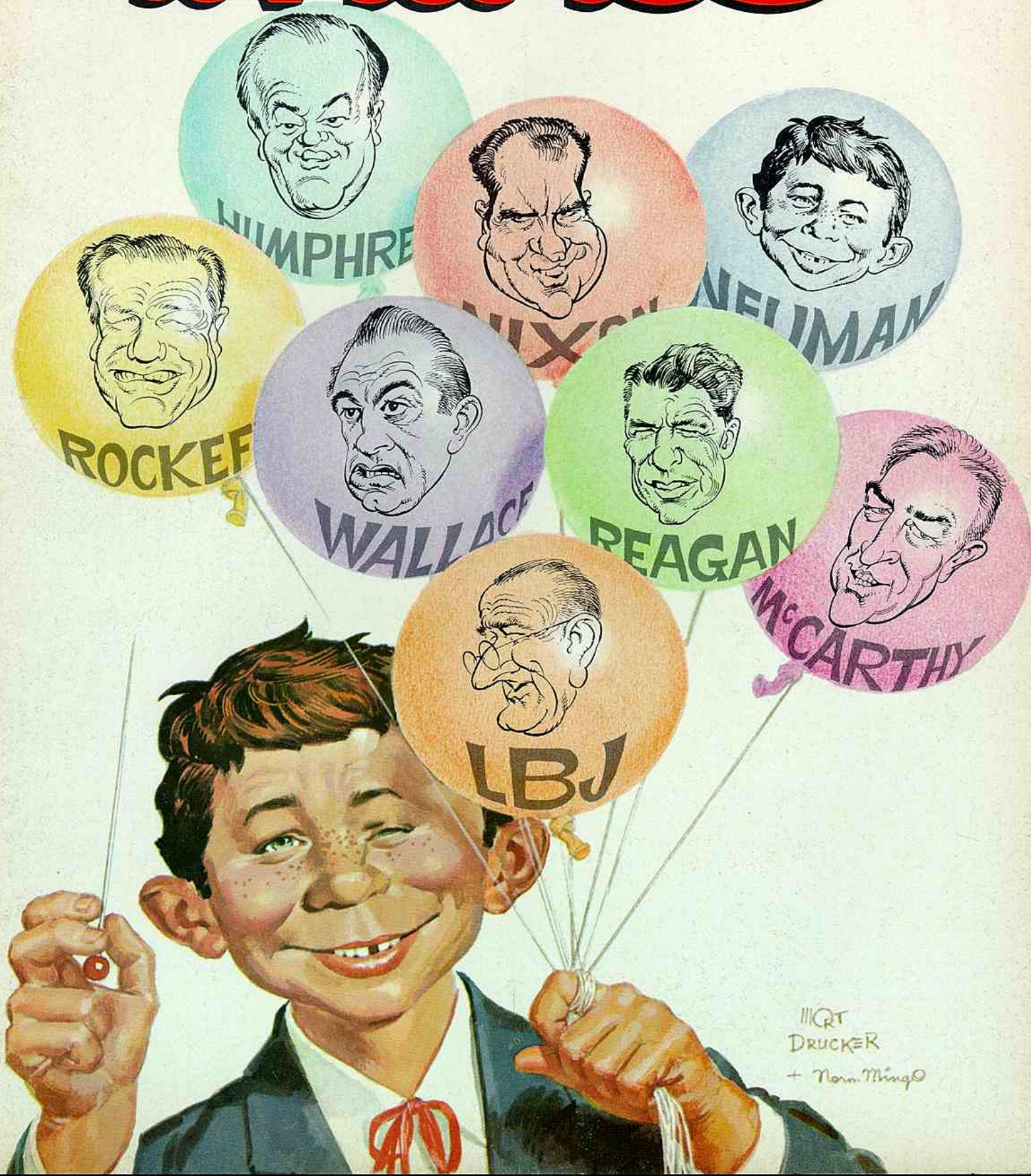


No.
122
Oct.
'68

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MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: ARNIE KOGEN

G.G. GLICK,
a New York Men's Wear Manufacturer,
ONCE HAD SUCH A BAD SEASON
THAT HE ACTUALLY
FIRED HIS SON-IN-LAW!

THE REALLY
UNBELIEVABLE THING
ABOUT THIS WAS...
HIS SON-IN-LAW DIDN'T
EVEN WORK
FOR HIM!

IF A SONG AND DANCE MAN WERE
TO START TAP DANCING WITH A
STRAW HAT AND CANE
AND CONTINUE FOR

**15 YEARS
WITHOUT
STOPPING**
...

G. Plimpton,

a writer and reporter,
LIVED WITH THE
**PITTSBURG
STEELERS**
FOR SIX MONTHS
WHILE POSING
AS ONE OF THEM

AND YET,
NEVER WROTE A BOOK ABOUT IT!

HOWEVER, SHE DID SELL HER STORY TO "TRUE CONFESSIONS"!

ON FEB. 12, 1967, A
DESPONDENT MAN STOOD
ON A 12TH FLOOR LEDGE
OF THE BOSTON HILTON,
ABOUT TO COMMIT
SUICIDE AND YET,

THE CROWD DID
NOT YELL FOR
HIM TO JUMP!

THE CROWD DID,
HOWEVER, SCREAM
FOR HIM TO SET
FIRE TO HIMSELF!

...IT'S LIKELY THAT
HE'D EITHER BE
"COMMITTED"
OR EVENTUALLY
ELECTED A
SENATOR
FROM
CALIFORNIA!

THE FOUNTAINROC SANDS

... A 35 STORY LUXURY RESORT HOTEL
WAS ERECTED IN 1965, AND TO THE
AMAZEMENT OF ALL, WAS NOT
OSTENTATIOUS OR **GAUDY**
BUT WAS BUILT ON THE PRINCIPLE OF
SIMPLE ELEGANCE AND QUIET GOOD TASTE!

THE HOTEL WENT BANKRUPT AFTER TWO WEEKS

MAD

"A kiss is valid proof that two heads are better than one!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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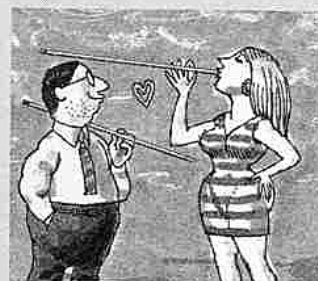
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MOVIES
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- ☐ DON MARTIN Drops 13 Stories
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- ☐ DAVE BERG Looks At People
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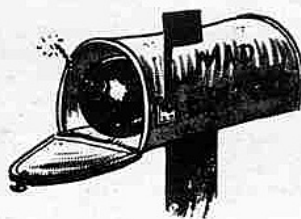
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WANTED, a few sharp-eyed readers interested in buying limited number of "Alfred E. Neuman For President" Kits. Each kit contains 1 self-adhesive Bumper Sticker, 1 full-color Campaign Button, 5 Lapel Tabs and 2 full-color Campaign Posters—all for \$1.00. Mail buck to: MAD, 485 MADison Ave., N.Y., N.Y. 10022 (Remember, our supply is limited!)

LETTERS DEPT.



BLUE-EYED KOOK

With regard to your satire, "Blue-Eyed Kook" in MAD #120, what we have there is a failure to communicate.

Kelly Cannon
Burbank, Calif.

Only Communists, atheists, or MAD would have the audacity to ridicule a man like Paul Newman, who is the epitome of all that is sacred in the world. Let it be known: I have sacrificed my last cheeseburger to purchase your magazine.

Monica L. Cloutier
River Falls, Wisc.

Without a doubt, "Blue-Eyed Kook" was one of your greatest satires. It was perfect. And anyone who doesn't think so—goes into the "Box"!

Howard Franklin
No. Hollywood, Calif.

DO YOU KENYA THIS?

Jambo:

Watu wengi penda MAD mzuri sana hapa Kenya. Sisi soma MAD mbili kwa

mojo.

Kwaheri
Kenya, Africa



THE MAD HATE BOOK—VOL. II

"The MAD Hate Book—Vol. II" in your July issue (#120) was really funny... that is, if you compare it to the rest of the junk in your magazine.

Katya Goncharoff
Brooklyn, N. Y.

Don't you hate magazines that print stupendous articles (like "The MAD Hate Book") and then wait one full year to print sequels to them?

Peñín Martí
San Juan, P. R.

I really broke up over "The MAD Hate Book—Vol. II." Don't you hate great articles that aren't long enough?

Chris Sherwood
Smogtown (P'gh.) Pa.

In the past five years of reading MAD, I have only read one article better than "The MAD Hate Book—Vol. II" and that was "The MAD Hate Book—Vol. I."

Mike Davidson
Lake Forest, Ill.

Don't you hate being reminded of all the things you hate by some stupid article in some stupid magazine?

Geoff Miller
Pulaski, N. Y.



THE GREAT SOCIETY ALPHABET BOOK

The Jacobs & Brandel masterpiece, "The Great Society Alphabet Book," adds to MAD's reputation as being one of the 20th Century's greatest moral publications.

Bruce H. Boggess
Colorado State Penitentiary

So if you've been reading this great moral publication, what are you doing there?—Ed.

From the "American Flag" to the "Zillions of Wasted Dollars," it was a work of art.

Robert Gilhool
Tampa, Florida

BULLING YOUR WAY THROUGH EXAMS

Thank you for your fine article: "MAD's Simplified ABC Method of Bulling Your Way Through Final Exams." You have proven one of the points we try to make about the meaninglessness of academic jargon. Thank you also for showing my colleagues that I'm not a complete nut for using MAD in my teaching. And you don't have to send my copy in a plain brown wrapper any more.

Richard D. Erlich
University of Illinois

MAD ARTICLES YOU NEVER GOT TO SEE

With "Some MAD Articles You Never Got To See" you have reached your peak. You have satirized yourself. You are probably the first magazine to do this, and I doubt whether any other will have the nerve to follow. Congratulations!

Sandie Henchel
Fair Lawn, N. J.

As far as those examples of "Some MAD Articles (We) Never Got To See" are concerned, I'm glad we didn't!

Mark Raymond
Harrison, Iowa

After making a comparative analysis of the "MAD Articles (We) Never Got To See" with those we did, I am seriously considering the possibility of cancelling my subscription to your magazine and subscribing to your trash can.

Alice Tyler
Vienna, Va.

SPECIAL GROSS SUBSCRIPTION RATE

Although other prices have increased through the years, I would like to know if your "Special Gross Subscription" rate as stated in MAD #20 still goes? You know: "24,000 issues for only \$3000."

Michael Gold
Lincolnwood, Ill.

Yes, it still goes!—Ed.

Please address all correspondence to:
MAD, Dept. 122, 485 MADison Avenue
New York, New York 10022

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ARTIST: PAUL COKER, JR.

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NO
THROUGH
TRUCKING

Yep! That's what our publisher said: "No, I'm through trucking those fershlugginer full-color portraits of Alfred E. Neuman, MAD's 'What-Me Worry?' kid, every time we move! Get rid of them!" Which is why—aside from our regular deal of 1 for 25c, 3 for 50c, and 9 for \$1.00—we can now offer you 27 for \$2.00. So help make our next moving job easier. Mail money to: MAD, 485 MADison Avenue, New York, New York 10022



FAMOUS FUNNIES DEPT.

Y'know what the trouble with most "Comic Strips" is? They're old-fashioned, they're not funny anymore, and the characters have been around too long! So we'd like to make a suggestion to the Newspaper Comic Strip Syndicates: Take a good look at the insane things happening in the world today, and the idiotic people who are making them happen, and let's see something like ...

MAD'S UPDATE

ARTIST: BOB CLARKE

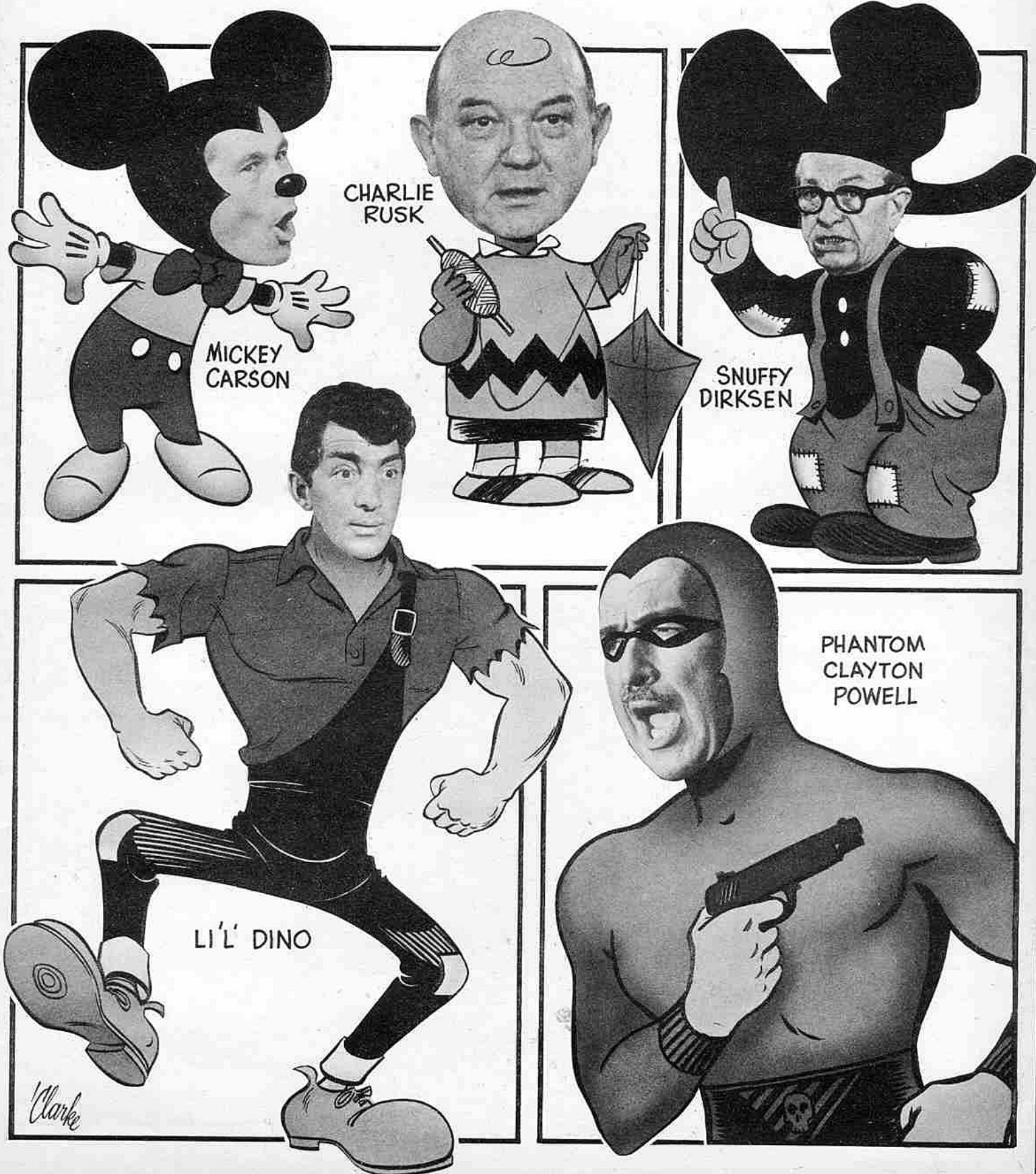
Montagues Capulets



PHOTOS BY:
UPI AND
WORLD WIDE

D COMIC STRIP HEROES

CONCEIVED BY: MAX BRANDEL



CHARLIE
RUSK

MICKEY
CARSON

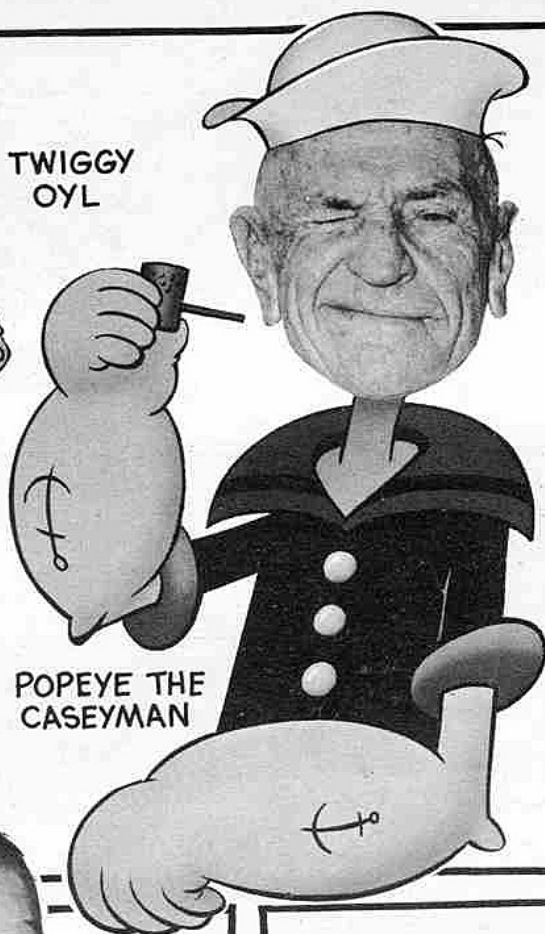
SNUFFY
DIRKSEN

LI'L' DINO

PHANTOM
CLAYTON
POWELL



TWIGGY
OYL

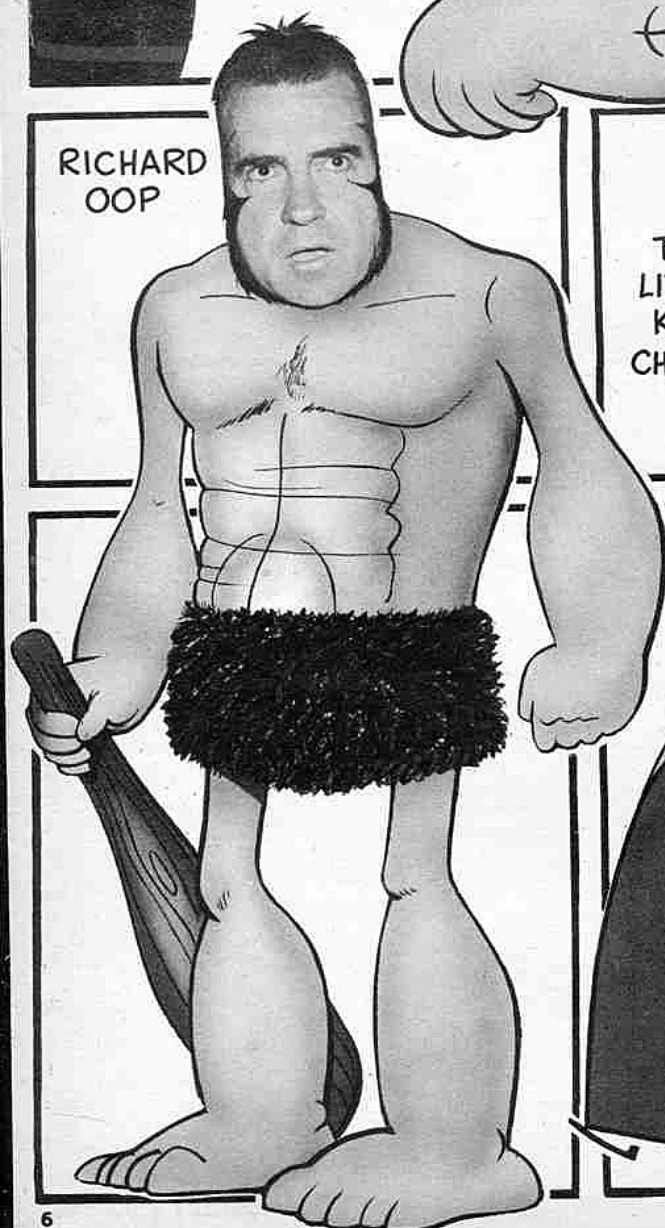


POPEYE THE
CASEYMAN

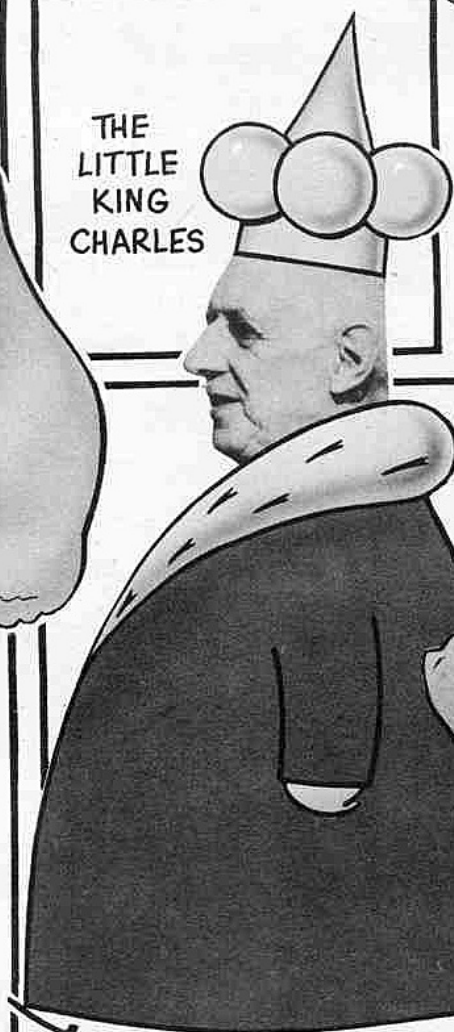


PRINCE
RINGO

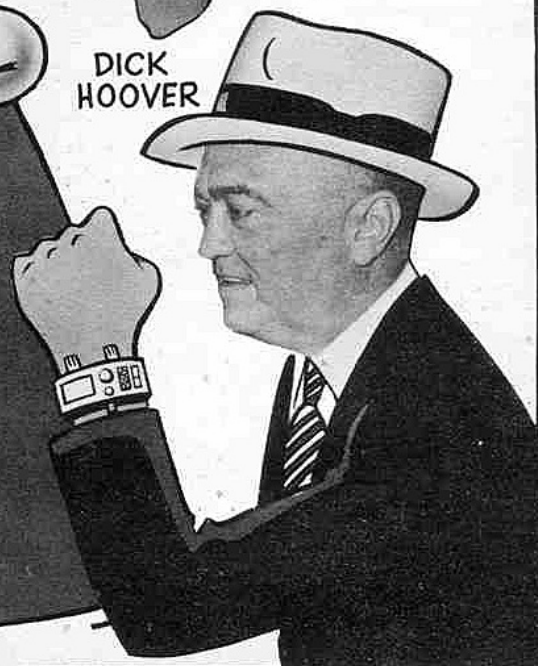
RICHARD
OOP



THE
LITTLE
KING
CHARLES



DICK
HOOVER



TRUBLE IS A-BRUIN DEPT.

They've got Humane Societies to protect animals from being tortured and abused by people . . . but there's nothing to protect people from being tortured and abused by animals! Mainly, TV animals—like "Lassie" and "Flipper" and "Clarence", The Cross-Eyed Lion and "Judy, The Chimp" and that worst torture and abuse of all . . .

GENTEEL BEN

BEACH BULLY

97 lb. WEAKLING

Starring...

DENNIS WEAVING
as
Warden Tame

BETH BRICKWALL
as his
Wife, Helpem

CLINT HOWLER
as their
Son, Marsh

&

SOME FURRY IDIOT
as
Genteel Ben



ARTIST: DON MARTIN

WRITER: DICK DE BARTOLO

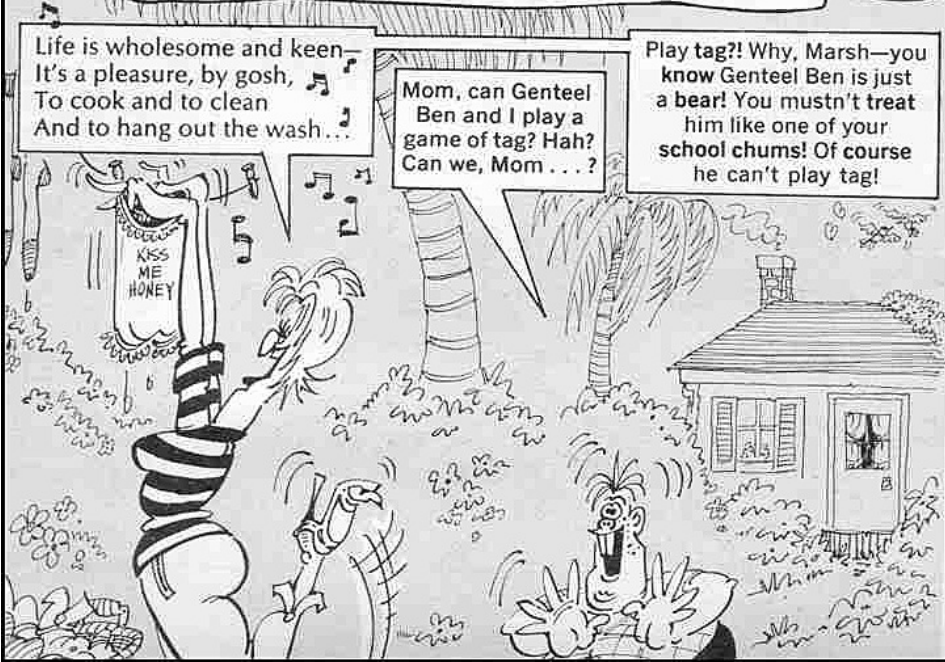
SOMEWHERE IN THE FLORIDA EVERGLADES...

Life is wholesome and keen—
It's a pleasure, by gosh,
To cook and to clean
And to hang out the wash...

Mom, can Genteel Ben and I play a game of tag? Hah? Can we, Mom . . . ?

Play tag?! Why, Marsh—you know Genteel Ben is just a bear! You mustn't treat him like one of your school chums! Of course he can't play tag!

Besides, he's not done with the ironing, yet!



WHILE IN A CLEARING NOT TOO FAR AWAY...

That's the bear, alright!
The plan is perfect! Every
time we pull a job, we kidnap
the bear first! Afterwards,
we set him free, planting
some of the loot on him...

Are you sure
it will work?

Of course I'm
sure! Just get
into that suit
and trust me!

I trusted you the LAST
time... when I posed as
"Lassie"! Do you have any
idea how humiliating it was
to stop at every hydrant
when that cop got suspicious?



MEANWHILE, BACK AT THE HOUSE...

Dinner was wholesome
and keen tonight,
dear... Urrp!

Everyone
finished?

Almost, Mom!
Ben's still on
his dessert!



WHILE IN THE CLEARING...

Are you sure
I'm gonna lure
him out of the
house with this
outfit...?

If he's your typical
bear you will! You'll
drive him out of his
mind! All we gotta do
is wait till it's dark!



THAT NIGHT...



FWEET GING-GOING



Oh, Ben... you grunt
the cutest things...

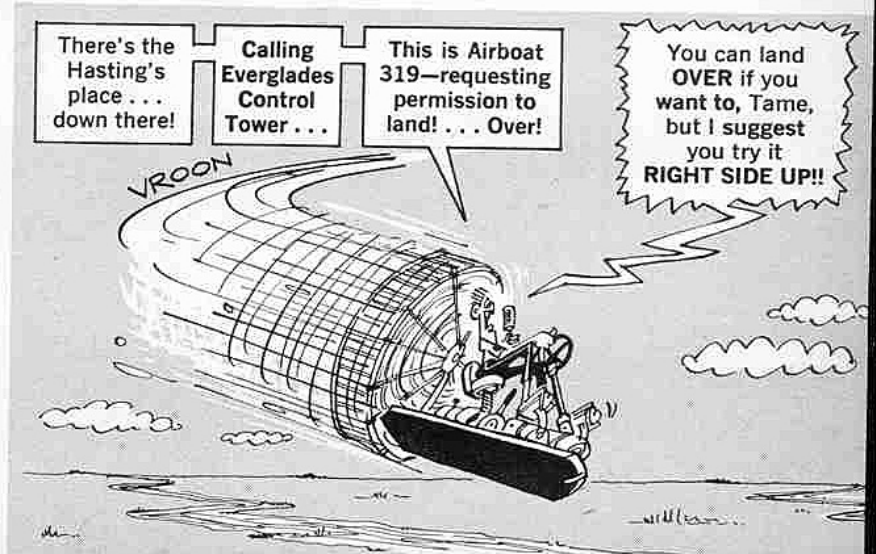
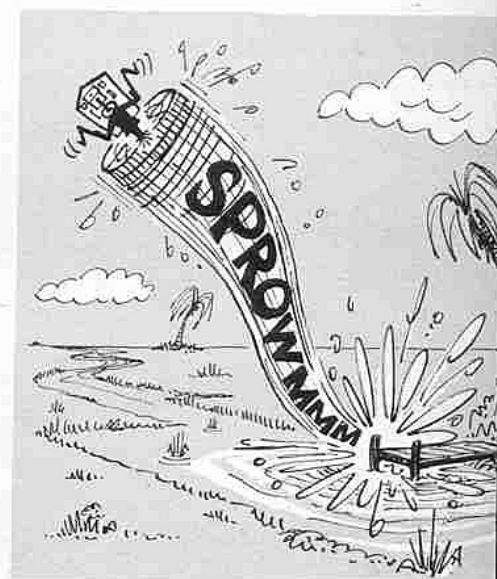
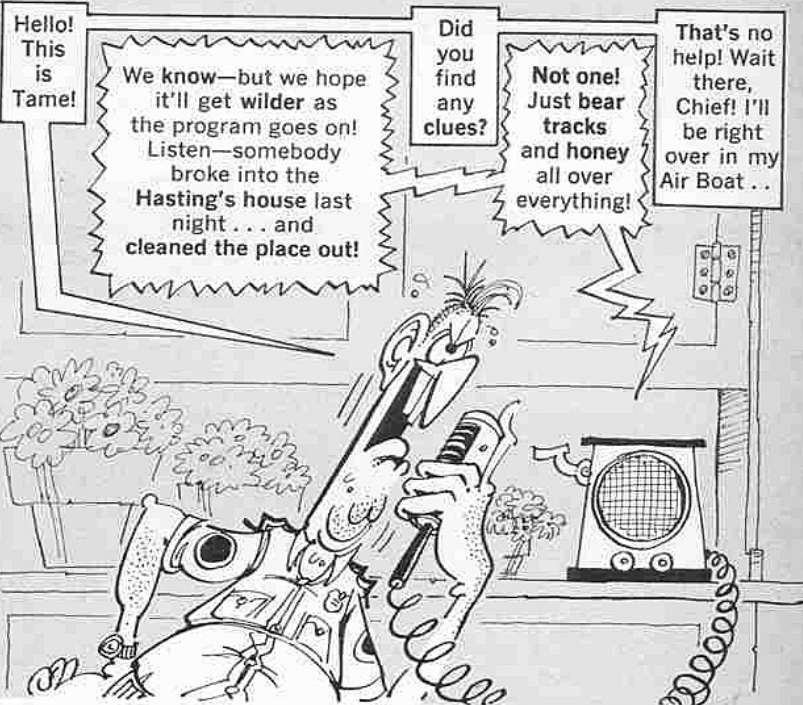
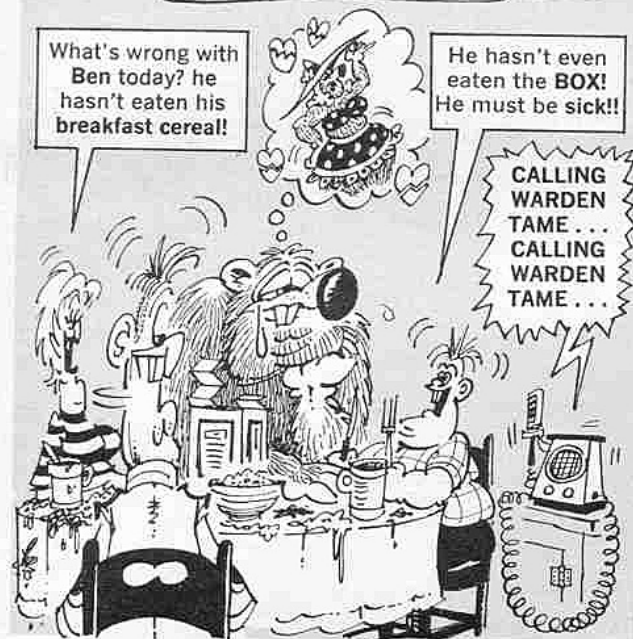


Got him! Now hurry
over to the Hasting's
place and start working
on the safe while I
chain him to a tree!

Okay... but you
could've waited
another minute or
two! I think he
wanted to kiss me!



THE NEXT MORNING ...



Did you dig up any more clues, Chief?

Just this handkerchief with the initials "G.B."! I don't know any "G.B."—unless it was the entire Green Bay football team!

"G.B." Hmmmm! I wonder! "Genteel Ben"...

Genteel Ben? You think HE might know some "G.B.'s"?

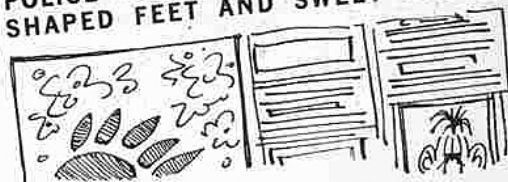
Doesn't hurt to ask! I'll see you later...



The Everglades Harold-Examiner

SERIES OF ROBBERIES PLAGUES EVERGLADES RANDOM HOUSE BROKEN INTO FLORIDA TRUST CO. ROBBED

ONLY CLUES: BEAR PRINTS AND
HONEY STAINS OVER EVERYTHING
POLICE SEEK CROOK WITH FUNNY-
SHAPED FEET AND SWEET TOOTH

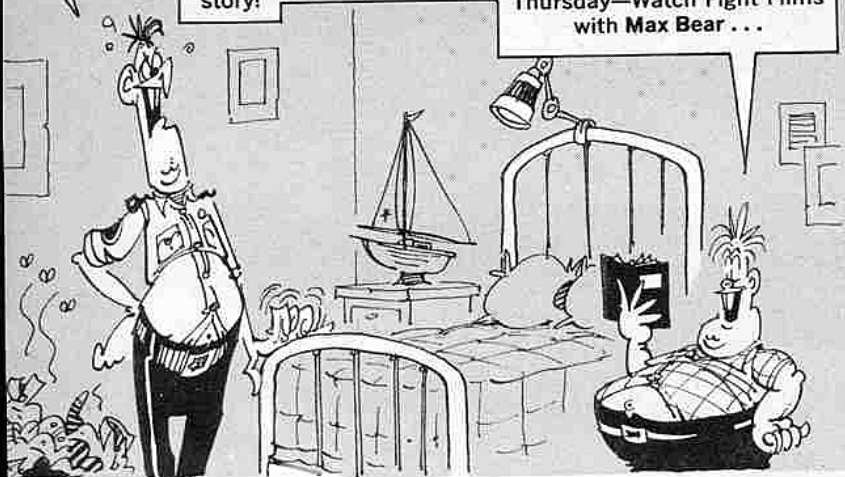


There's something funny going on, Marsh!

You can't mean in this story!

No—with Ben! He goes out every night! Do you know where?

Sure! Let's look at his appointment book: Monday—Bowling with Smokey The Bear... Tuesday—Poker with Yogi Bear... Wednesday—Dinner with the Three Bears... Thursday—Watch Fight Films with Max Bear...



Quite frankly, Marsh... there have been several robberies in the area recently, and... well, what with the bear tracks and the honey—

Dad!! Are you suggesting that Genteel Ben had something to do with them? How could you say that? How could you even THINK that... especially when he's standing right there behind you!



Look! You hurt his feelings! Poor Ben...

And you a Game Warden... a protector of our helpless furry friends!

SNIFFLE
SKNIFLE

You're right, Marsh! I'm—I'm sorry, Ben! I—I guess I lost my head when I heard that the Everglades Jewelry Store was robbed a few hours ago...

SNIFFLE
SNIF...
SKNIFLE
SKLUK
SKLUKLE
SKNOSH

SNUFFLE
SHNORKLE
SLOBBLE
SOB



Shake hands with me, Ben... so I'll know you forgive me for even suspecting you...



It's a lucky thing my Father's not observant, Genteel Ben! I saw that jewelry! You ARE the one who's been committing all those robberies!



SWIT-SWIT
SWIZZAT-SWAT

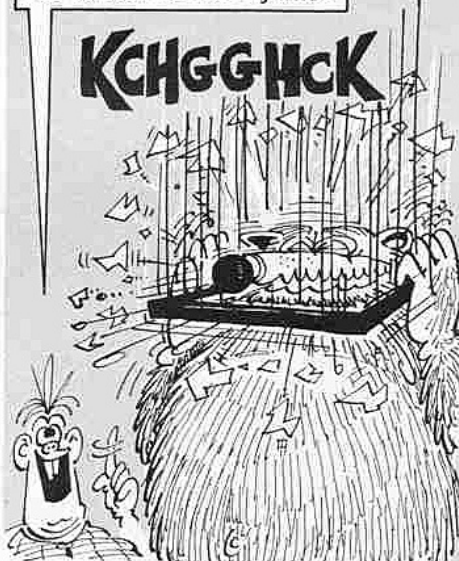


I don't believe you!!



You've been framed? By who??

KCHGGHCK

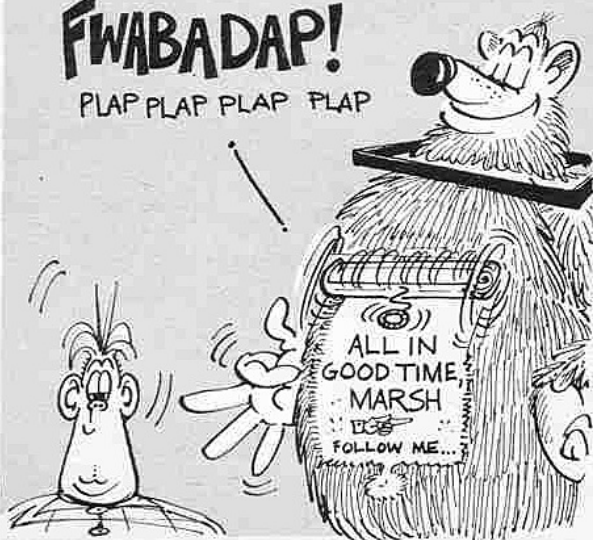


PLUNK



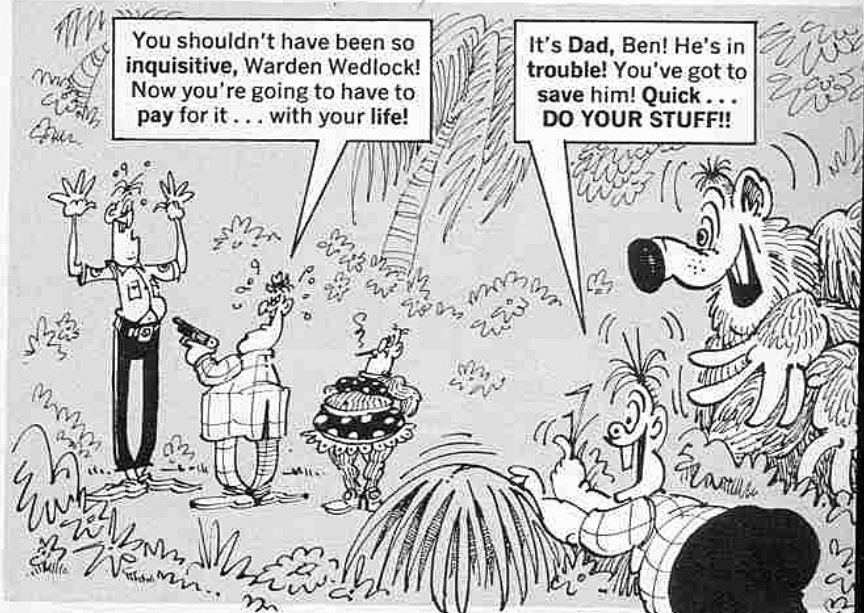
FWABADAP!

PLAP PLAP PLAP PLAP



You shouldn't have been so inquisitive, Warden Wedlock! Now you're going to have to pay for it... with your life!

It's Dad, Ben! He's in trouble! You've got to save him! Quick... DO YOUR STUFF!!

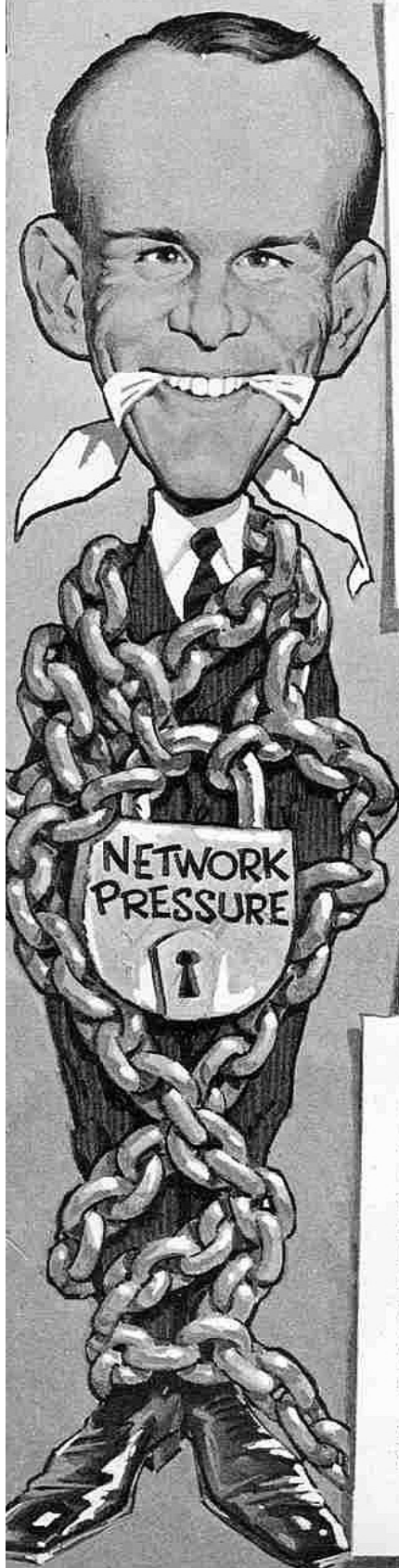


CONSIDERING THE PROBLEMS THEY HAD LAST SEASON, HERE IS MAD'S VERSION OF

A CBS-TV SUMMER MEMO TO THE SMOTHERED BROTHERS

ARTIST: JACK RICKARD

WRITTEN BY: RONNIE NATHAN



WHEN YOU RETURN THIS FALL...

Be funny, boys, but don't offend
The sponsor who's your network's friend.
Be funny, boys, but compromise
With those who pay to advertise.
About commercials do not joke,
And cut the coughing when you smoke.
Don't quip about computers, please,
Or ride the auto companies.
Don't laugh detergents down the drain,
Or jest about the aeroplane.
Don't kid the guy who wears cologne,
And kid you not the telephone.
Don't pan the man who's bottle-tanned,
Omit the wit that bites the hand...



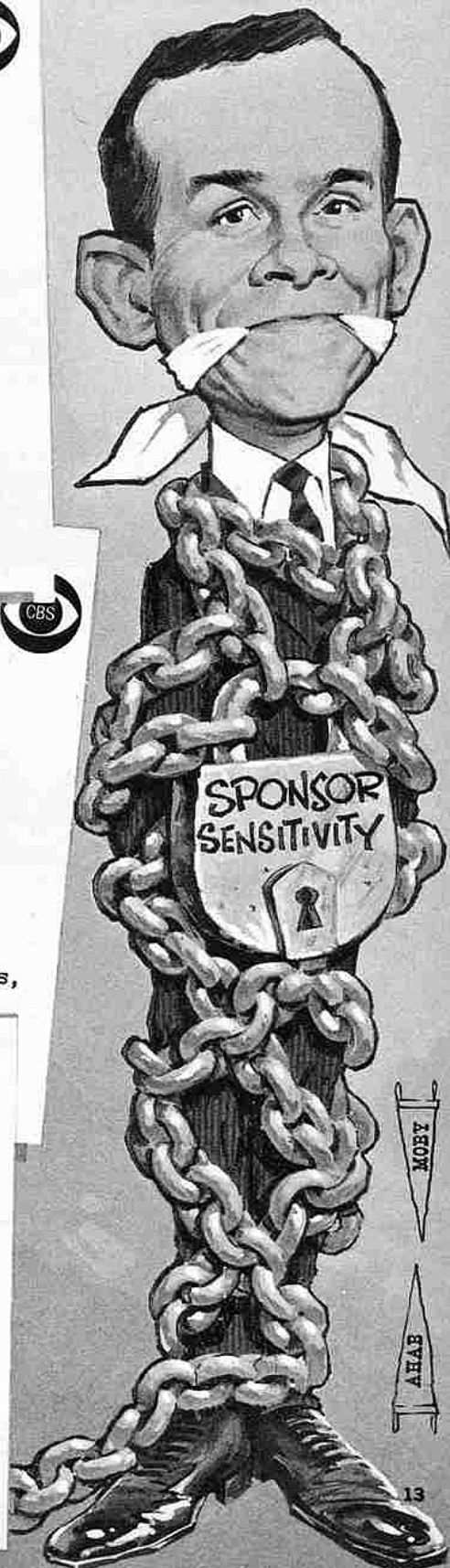
Be funny, boys, but don't offend
The viewers on whom we depend.
Be funny, boys, but do not twist
The nose of any chauvinist.
Don't tweak the beak of Bird-man's mate,
Or bait a certain Southern state.
Don't fool around with Uncle Sam,
And stay away from Vietnam.
Keep out of War or we are lost,
Avoid the Draft at any cost.
Recruitment gags we don't allow,
Lay off the C.I.A. and Dow.
Don't kid the Blacks, don't kid the Whites,
Cross out the Klan and Civil Rights...



Be funny, boys, but not too odd,
For heaven's sake, don't mention God.
Be funny, boys, but it's taboo
To clown with Catholic or Jew.
You may not spoof, it's understood,
The sacredness of Motherhood.
Refrain from cracks that might compel
Such blasphemies as Damn or Hell.
Don't speak of sex in your routine,
Remember you must keep it clean.
Refer to breast as chest instead,
And couch in other words, a bed.
When in the course of our employ,
No interjection like "Bolshoi!"

* * * * *

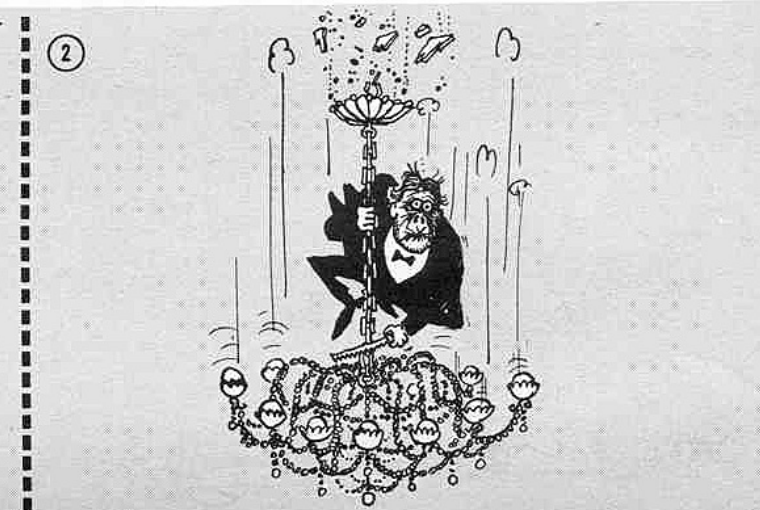
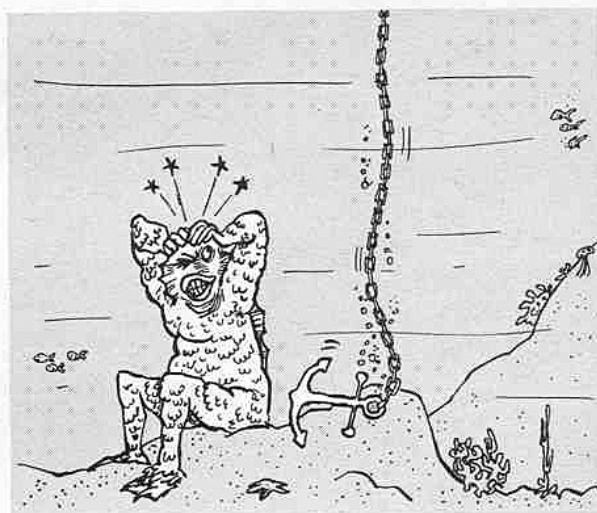
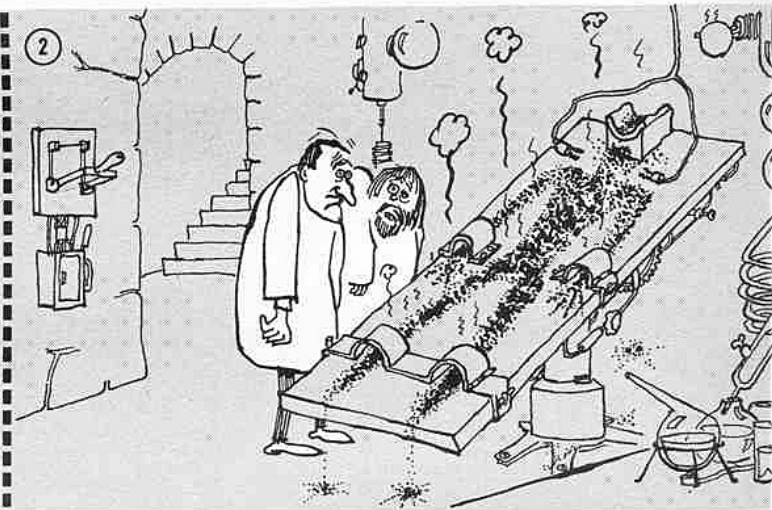
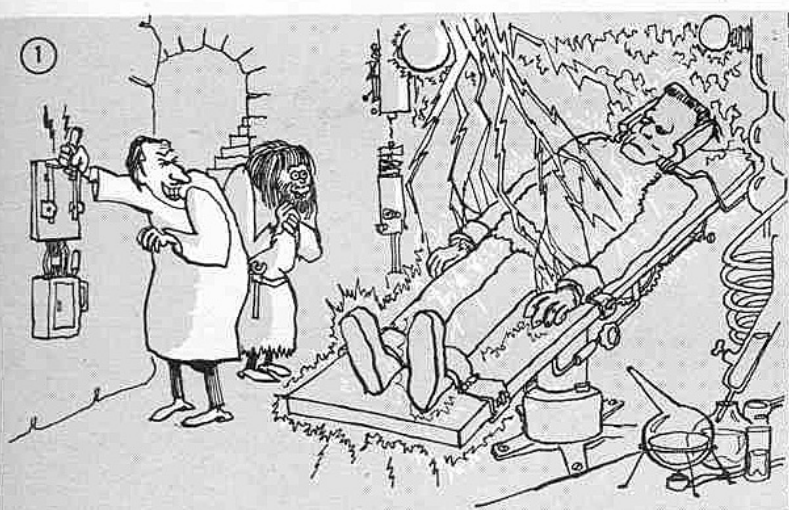
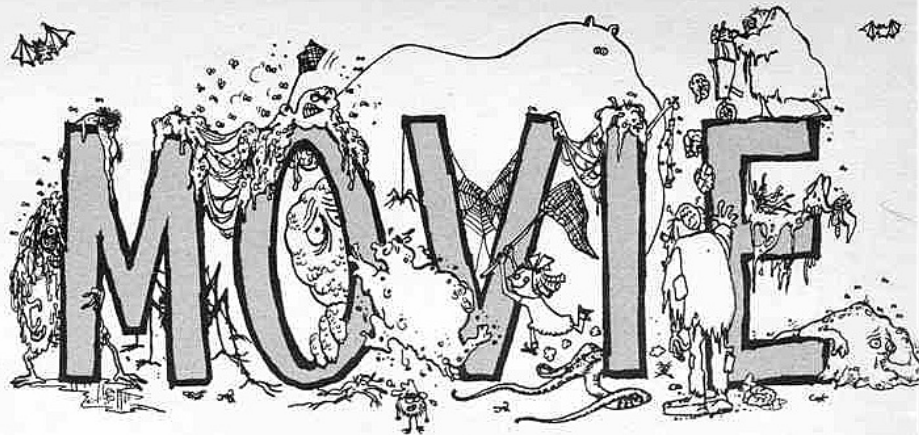
Aside from that, boys, do feel free
To knock 'em dead for old C.B.



MOBY
AHAB

CORN ON THE MACABRE DEPT.

A MAD LOOK AT

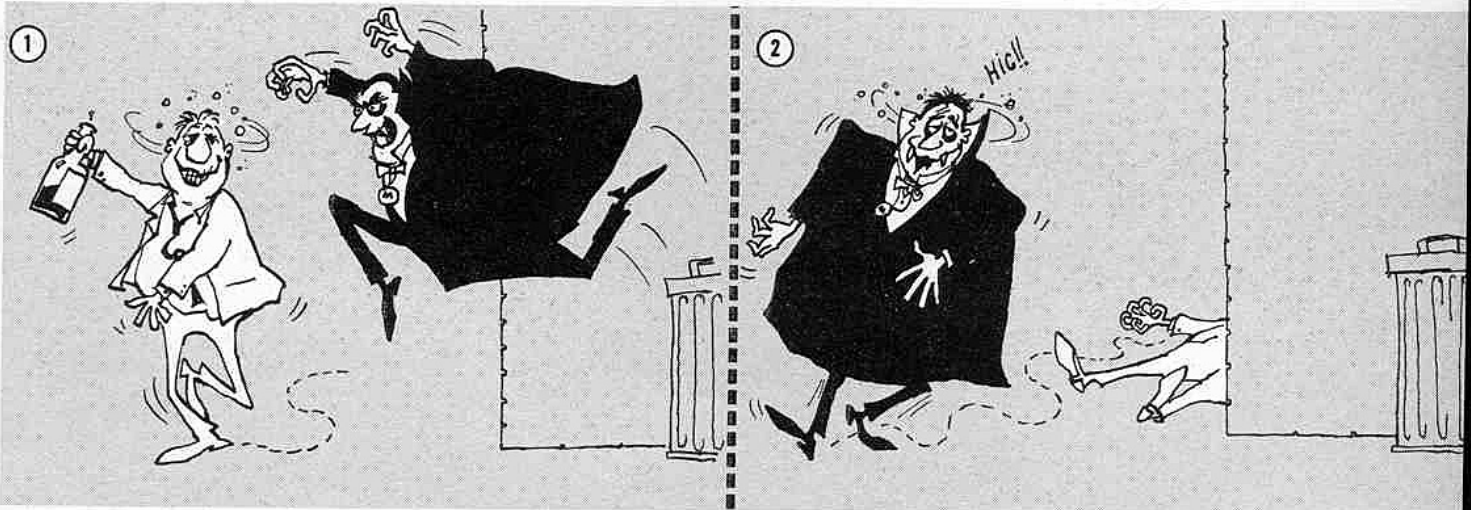


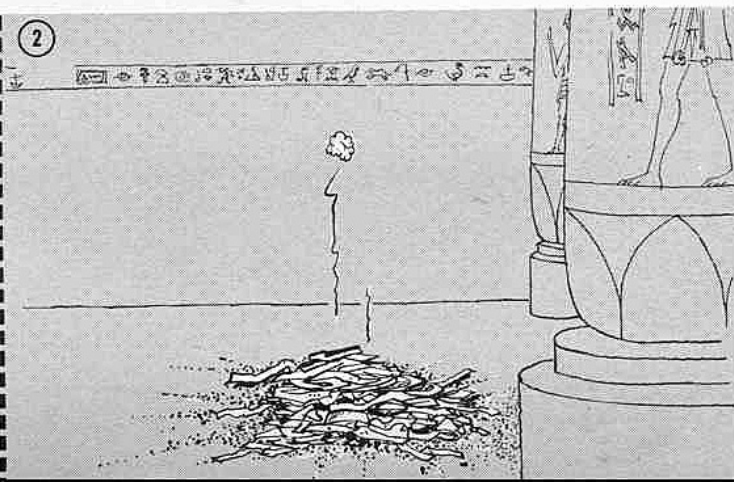
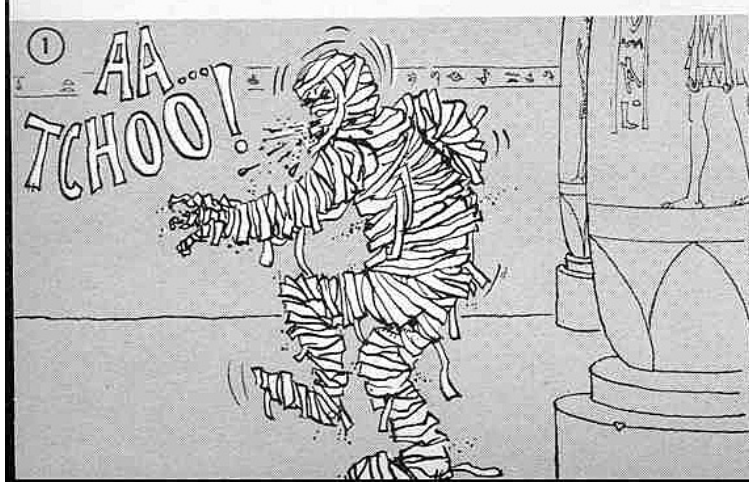
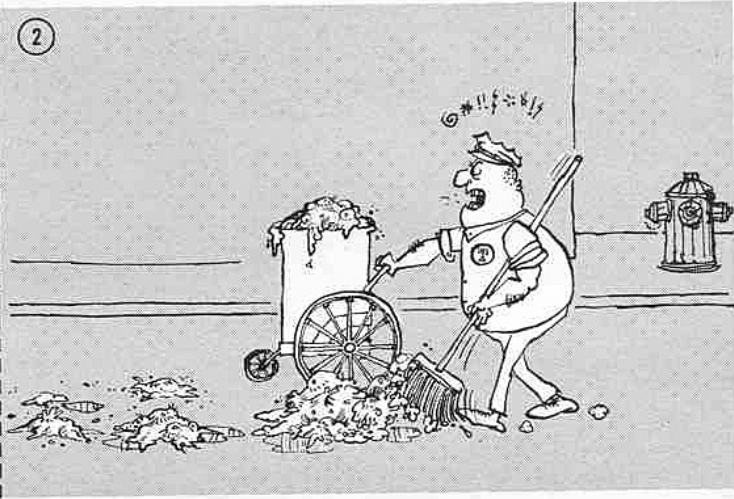
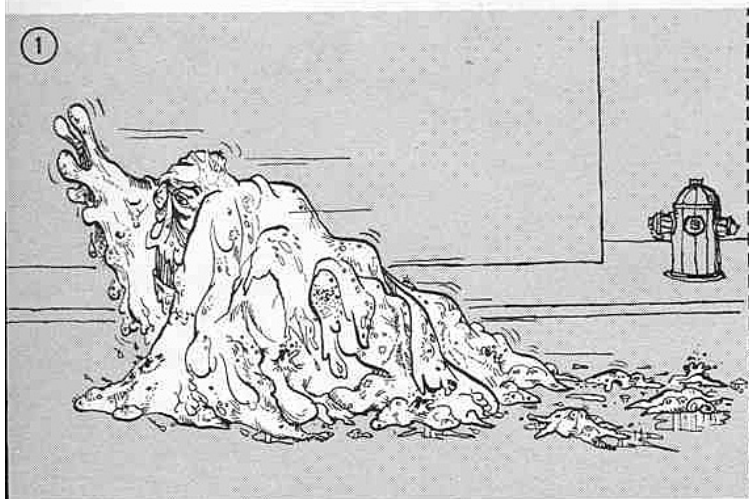
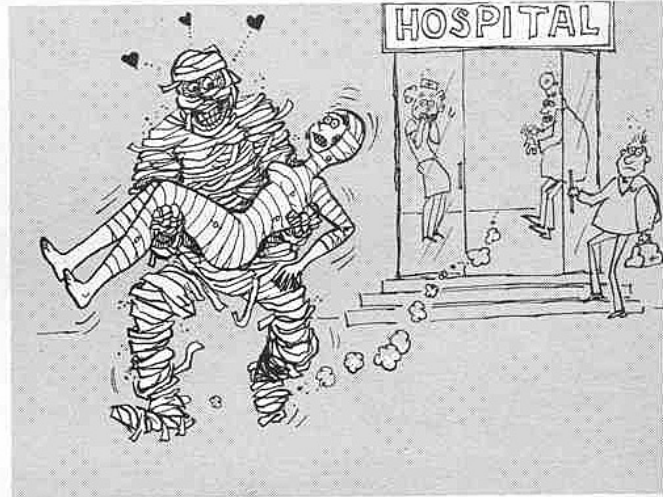
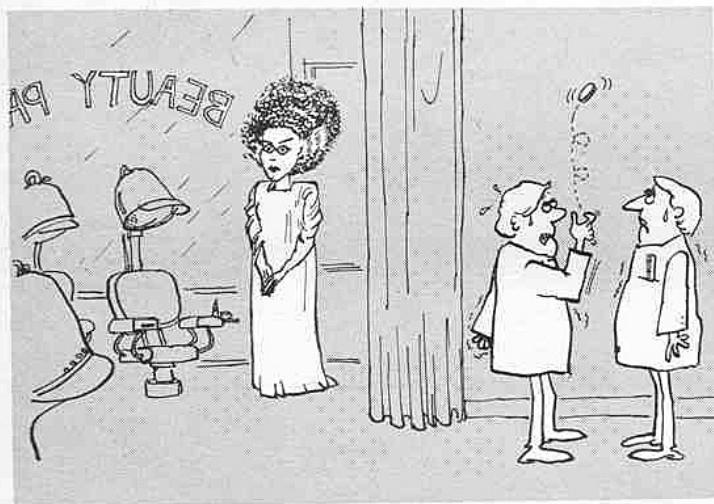
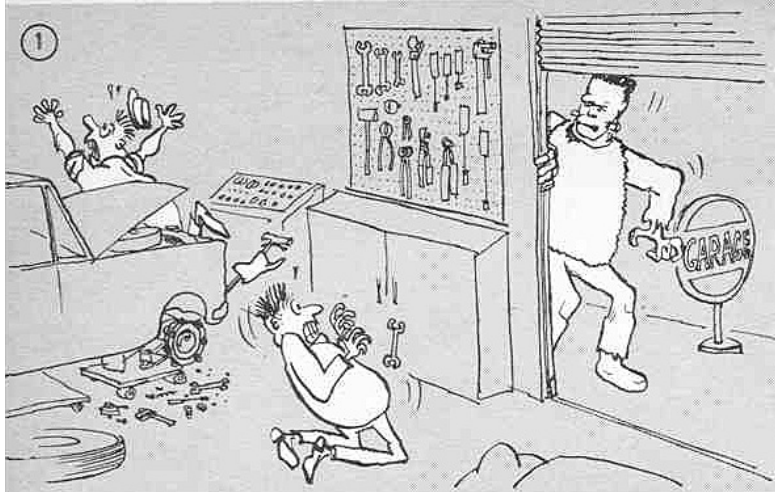
Frankenstein
Billings

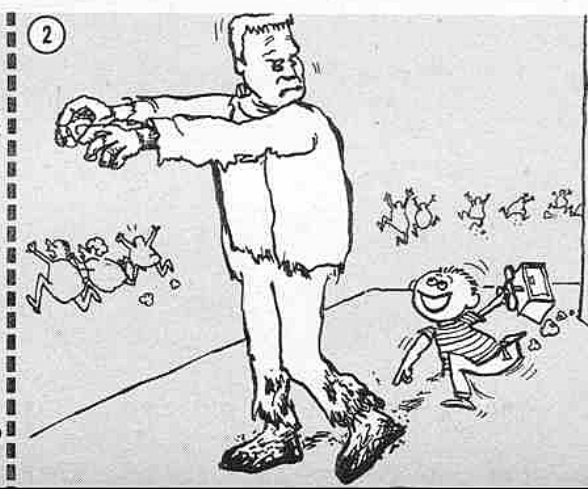
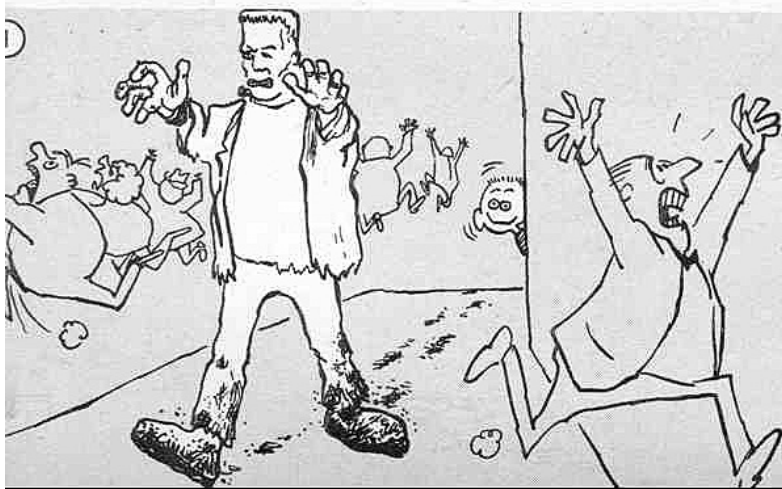
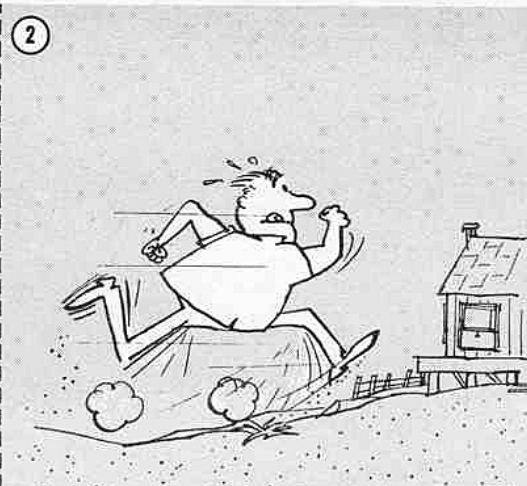
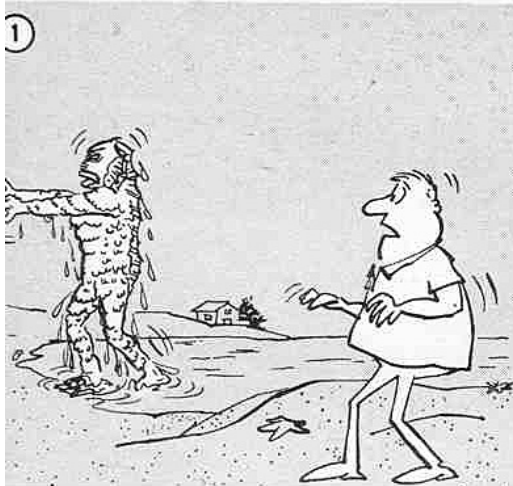
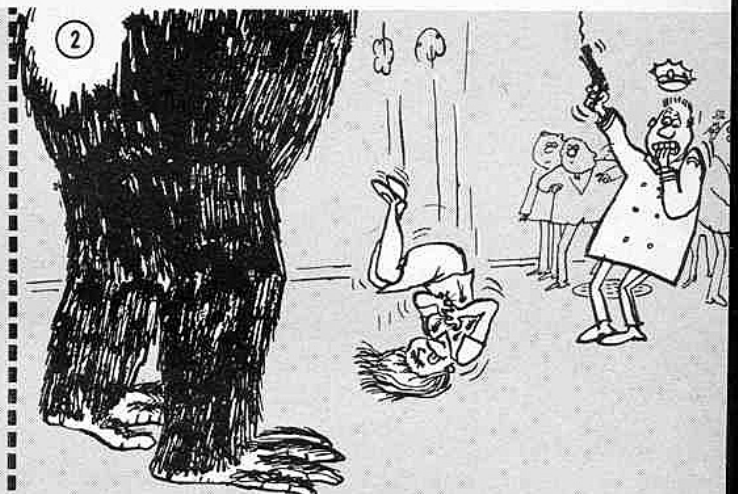
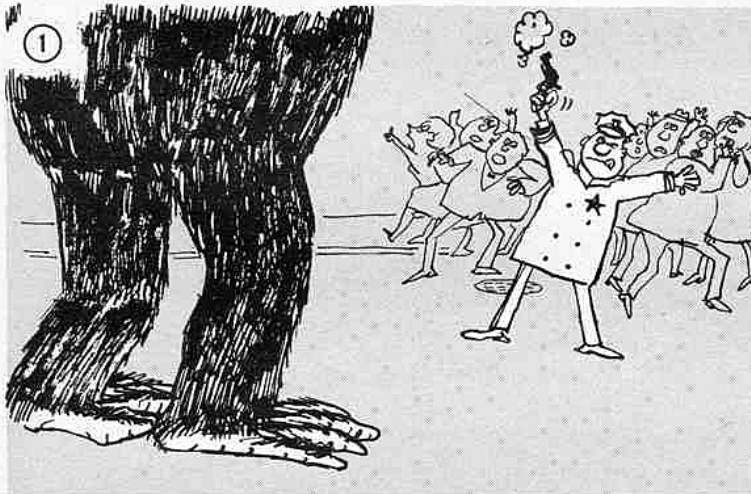
MONSTERS

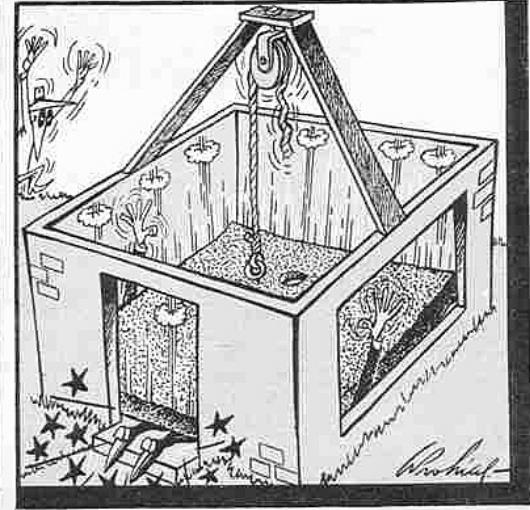
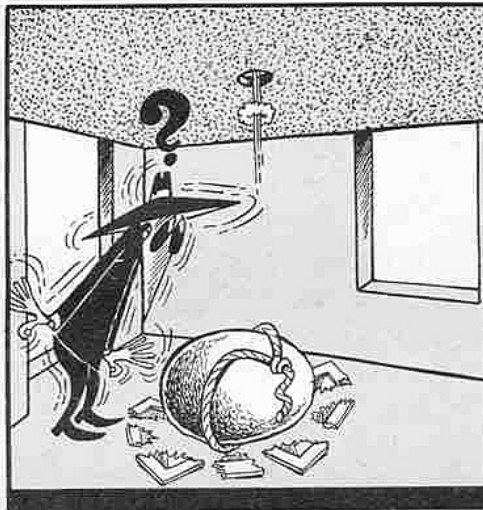
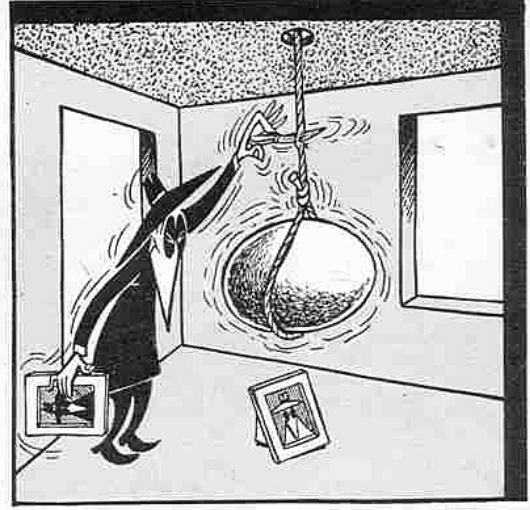
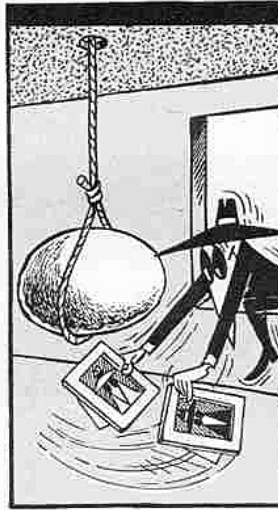
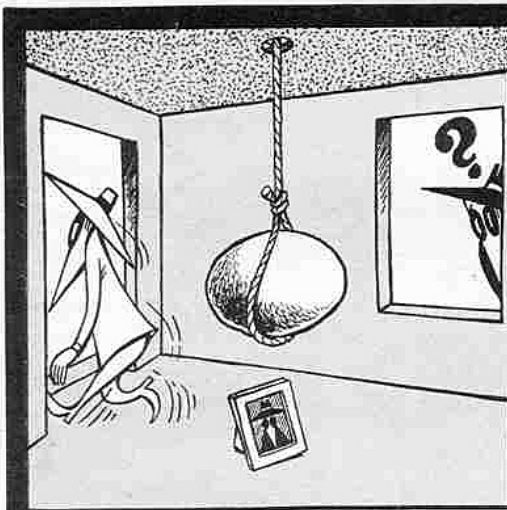
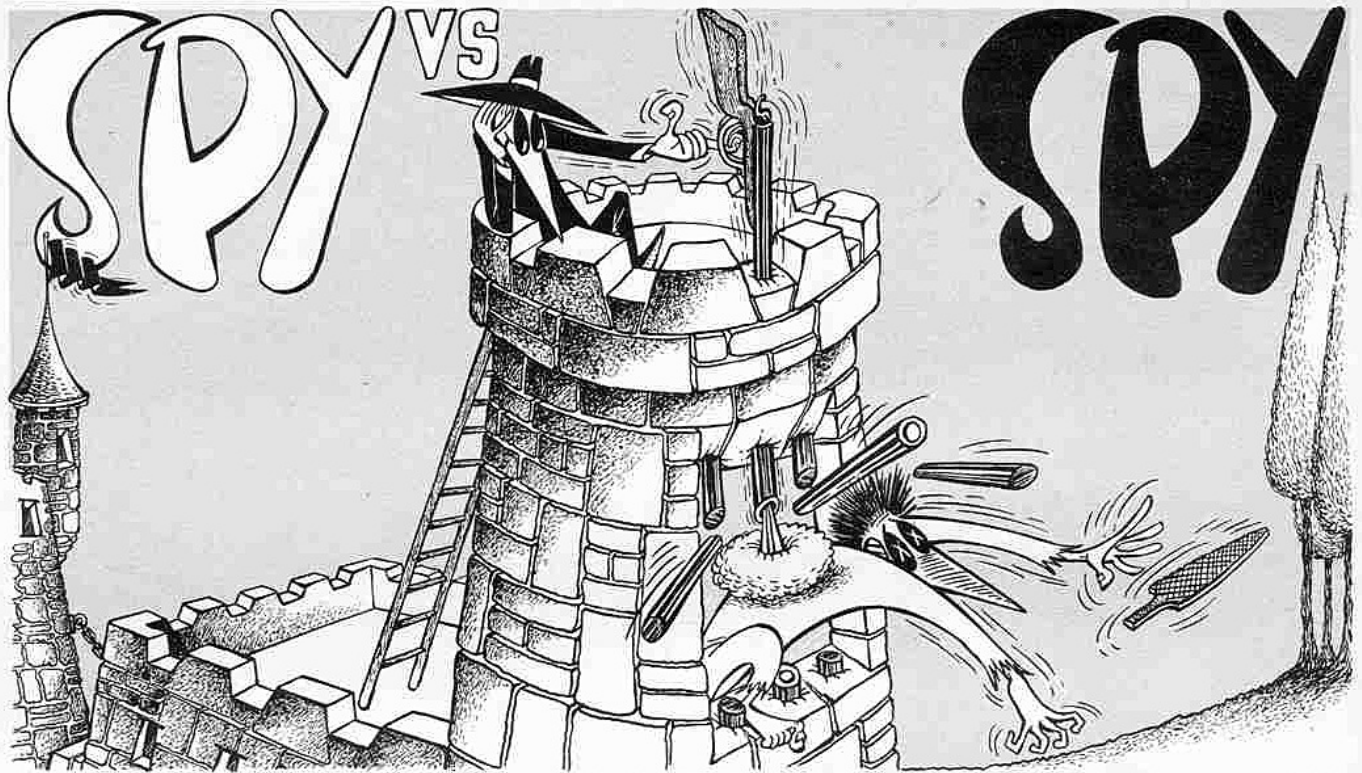
ARTIST & WRITER: SERGIO ARAGONES

Pepsi
Coke









DEADLY GIVEAWAYS DEPT.

What's the worst part of being home sick during the day? Why, it's having to watch "Daytime TV", of course! Not that the "Soap Operas" are so bad. In fact, even the fiftieth re-run of "My Little Margie" has a certain historical value. What's really tough to take, especially in that weakened condition, are those stupid "Game Shows"! Who is responsible for these time-wasting, nauseating spectacles? Come along as we visit...

MAD's "TV Game Show" Originator Of The Year

ARTIST: JOE ORLANDO

WRITER: STAN HART

Earthquake

San Francisco

Hello, I'm Frank McGeek for MAD Magazine, and today we're dropping in on the man who originates most of the Game Shows you see on Daytime TV... Mr. Chuck M. Barris...

Tell us, Mr. Barris—what is the secret of your success?

Well, Frank, I always keep one thing in mind. The TV public loves—

No, HUMILIATION! If a wife can make her husband look like an idiot, or a kid can make his parent out to be a dunder-head, that show has got to succeed!

A winner?



F'rinstance, let's look in on this studio where our "Honeymooners" Game" is in progress...

For sheer humiliation, nothing can match newlyweds in action!

All right, Mrs. Emo—write down the first thing you make your husband in the morning! You, too, Mr. Emo—the first thing your wife makes you in the morning! Then we'll see if they match!

Let's see... Mrs. Emo says she makes her hubby "Orange Juice and Coffee" the first thing in the morning! Isn't that nice? Let's hear it for Mrs. Emo, audience...

Now let's take a look at what Mr. Emo has written! Oh—too bad! Sorry, folks, no match! Mr. Emo says his wife makes him "Sick To His Stomach" the first thing in the morning!!



She looks that bad without make-up, eh, Mr. Emo!

Hey, folks! Isn't this adorable? The Emo's are having their very first fight, and you're now seeing it exclusively on the "Honeymooners' Game"!!!!

Well, that certainly is humiliating! What do the contestants win, Chuck?

A six-week all-expense-paid trip to Reno... and that includes Divorce fees!!

They're taping another one of my popular TV Game Shows in this studio! It's called "Let's Swap Something"!

What's the basic appeal of this show?

An element that's almost as popular as humiliation... GREED! The public loves to see greed!

So, Mrs. Dingle, you want to trade your first-born for cash?

WELL, YOU'VE GOT A SWAP!!



Here's your two hundred dollars, Mrs. Dingle—and your baby goes up for swap on tomorrow's show!

Now—will you trade your two hundred dollars for whatever is under that box?

Yes! I'll trade! I want more! More! MORE!

NO!
NO!

YOU'LL BE SORRY



Oh, that's too bad, Mrs. Dingle! You goofed! You swapped two hundred dollars for some clothespins!

Okay, audience... let's give stupid here her lumps...

STUPID!

STUPID!!



Tell me, Mr. Barris—of all your TV Game Shows, which is your favorite?

Oh, that would have to be "Pick Your Date"! It's such a natural... a thin coating of innocence spread over RAW SEX!



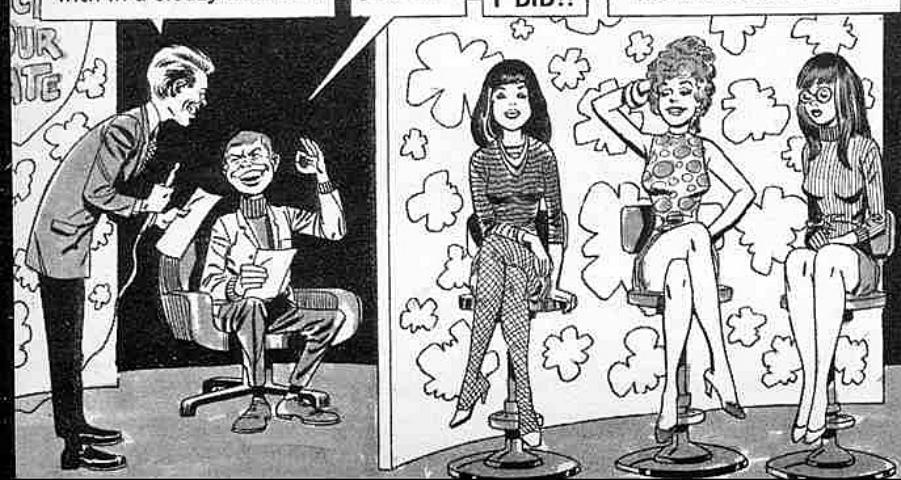
Now, Albert, if you'll just ask the last of our young ladies a question... and then choose the one you'd like to spend the week-end with in a sleazy hotel...

Er—Date number three—would you...?

Finish the question, Albert!
I DID!!

Oh—heh-heh—I see! And which one do you choose?

Number two, because she sounds like she has no moral character at all!

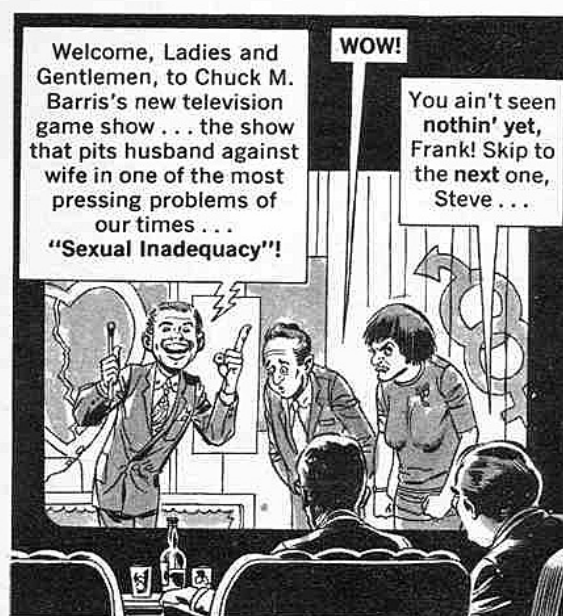
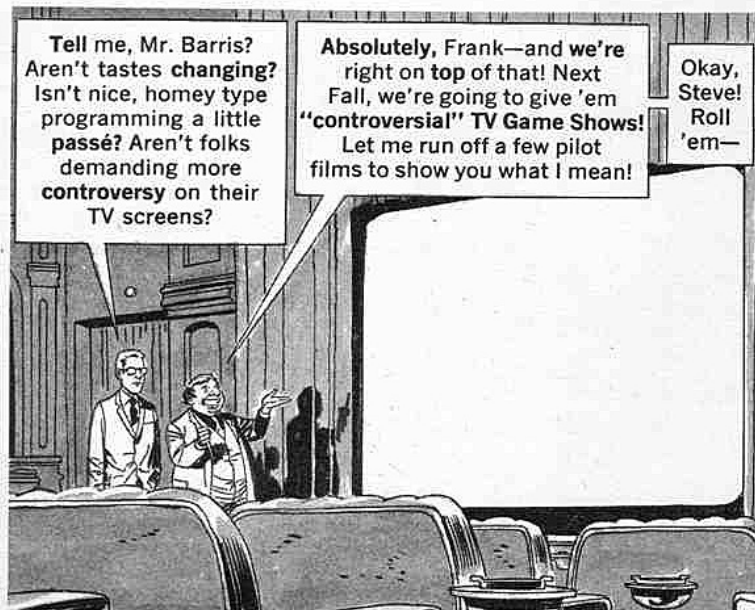
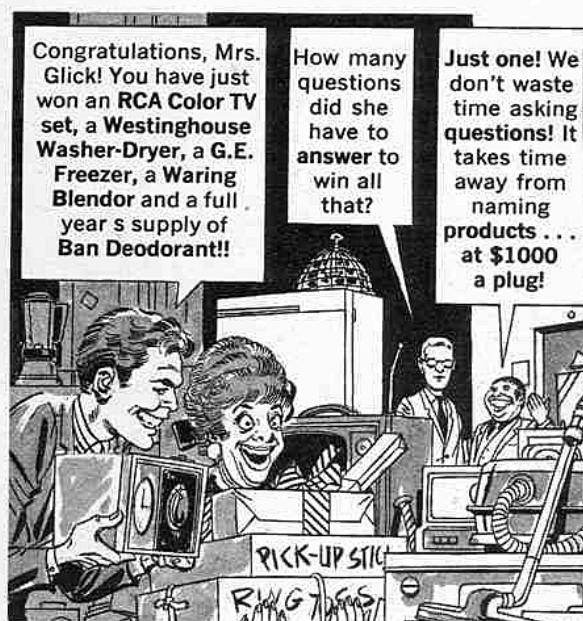
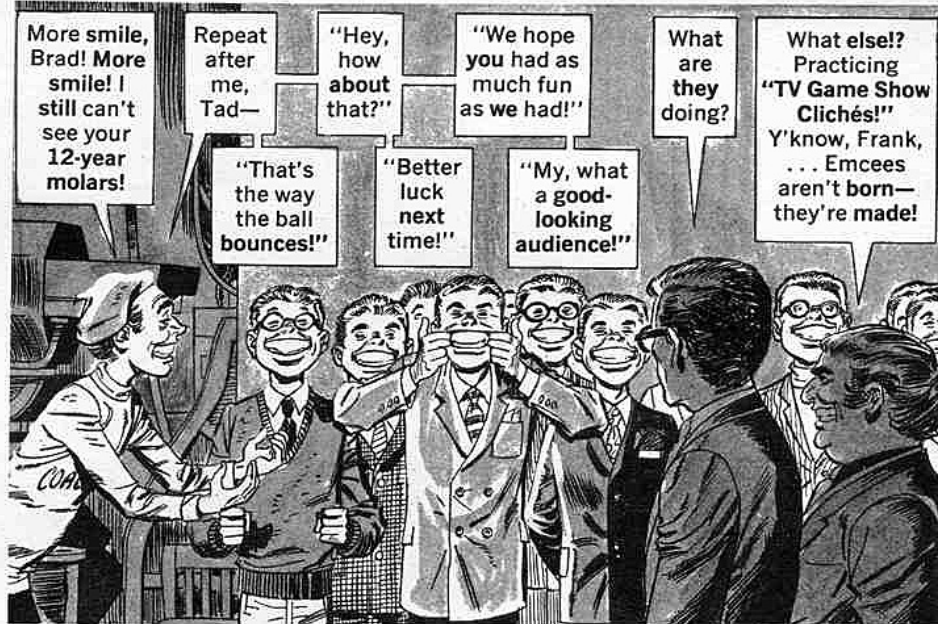


You mean you actually send two complete strangers away to spend a week-end together? Can't that get—er—complicated?

Sure! That's how we're lining up contestants for the new TV Game Show I'm introducing this Fall! It's called "Paternity Suit"! Care to see a pilot?

No, thanks!





Ladies and Gentlemen, welcome to Chuck M. Barris' new television game show—"The RACE Race"—in which contestants try to guess the race of victims by testing their reactions to derogatory remarks, bigoted statements and just plain racial slurs! And now, here's—

Gosh! Do you think the public will go for this one, Mr. Barris?

Natch! Racists will love the contestants, and Liberals will root for the victims! We can't lose! And here's another winner! We call it "J'accuse!"



All right, members of the guest jury! You've heard all the evidence! Is it "J'accuse!" or "N'accuse!"?

We find the defendant "Guilty" in the First Degree...

Great! Okay—take him away!



This show doesn't seem so unusual!

Watch, dummy—Don't talk!

Ready... Aim... FIRE!!



And that about wraps up another session of "J'accuse!" for this week, folks...

They SHOT him! Good Lord, that's horrible!

Don't be so upset! The widow gets some swell prizes! Every one a Name Brand!



Well, Chuck, I guess you've gone about as far as you can go in TV Game Shows...

Not quite, Frank! I'm working on the ULTIMATE TV GAME SHOW! It's called "Megatons"! Only I'm having a little trouble selling it to a sponsor!



Why is that!

It's only a ONE SHOT!!



CUTTER SITTING BULL



SENATOR
EUGENE MCCARTHY



PRESIDENT
LYNDON B. JOHNSON



GOVERNOR
RONALD REAGAN



VICE-PRESIDENT
HUBERT HUMPHREY



GOVERNOR
NELSON ROCKEFELLER



SENATOR
CHARLES H. PERCY



MAYOR
JOHN V. LINDSAY



EX-VICE PRESIDENT
RICHARD M. NIXON



GOVERNOR
MARK HATFIELD



EX-PRESIDENT
DWIGHT D. EISENHOWER

PIECE CANDIDATE DEPT.

In November, America will choose between the candidates of the two major political parties, and one of them will become President of the United States. But what about the other fine men who have vied for their Party's choice at recent National Conventions? And what about the other great men who weren't even in the running? If only we could take the best qualities of each and forge them into one ideal Presidential Candidate! If we *could*, we'd come up with:

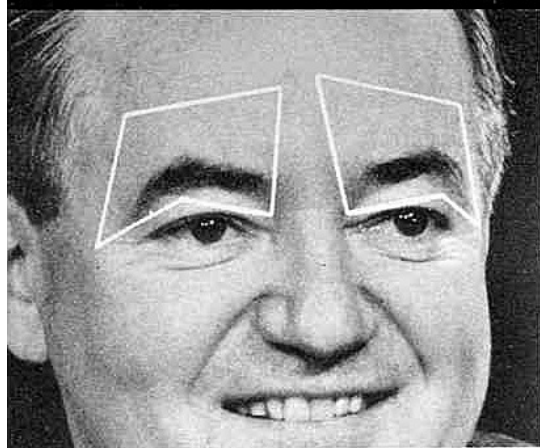
MAD MAGAZINE'S IDEAL PRESIDENTIAL CANDIDATE

Conceived by Lou Silverstone

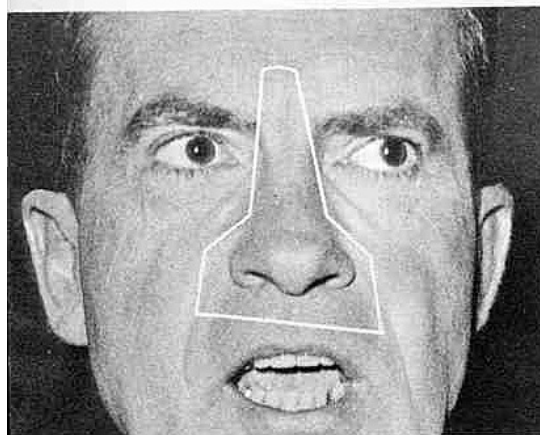
Researched by Max Brandel

Photos by U.P.I. & World Wide

HERE IS **MAD**'S IDEAL



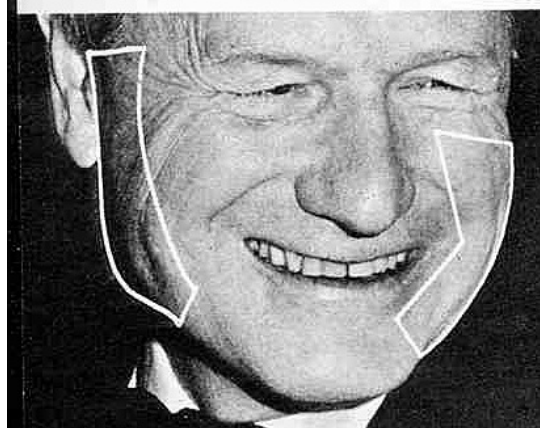
THE "TALK-TO-'EM-HIGHBROW" EYEBROWS OF
Vice-President Hubert Humphrey



THE "ALWAYS-LOSES-BY-A-NOSE" NOSE OF
Richard M. Nixon



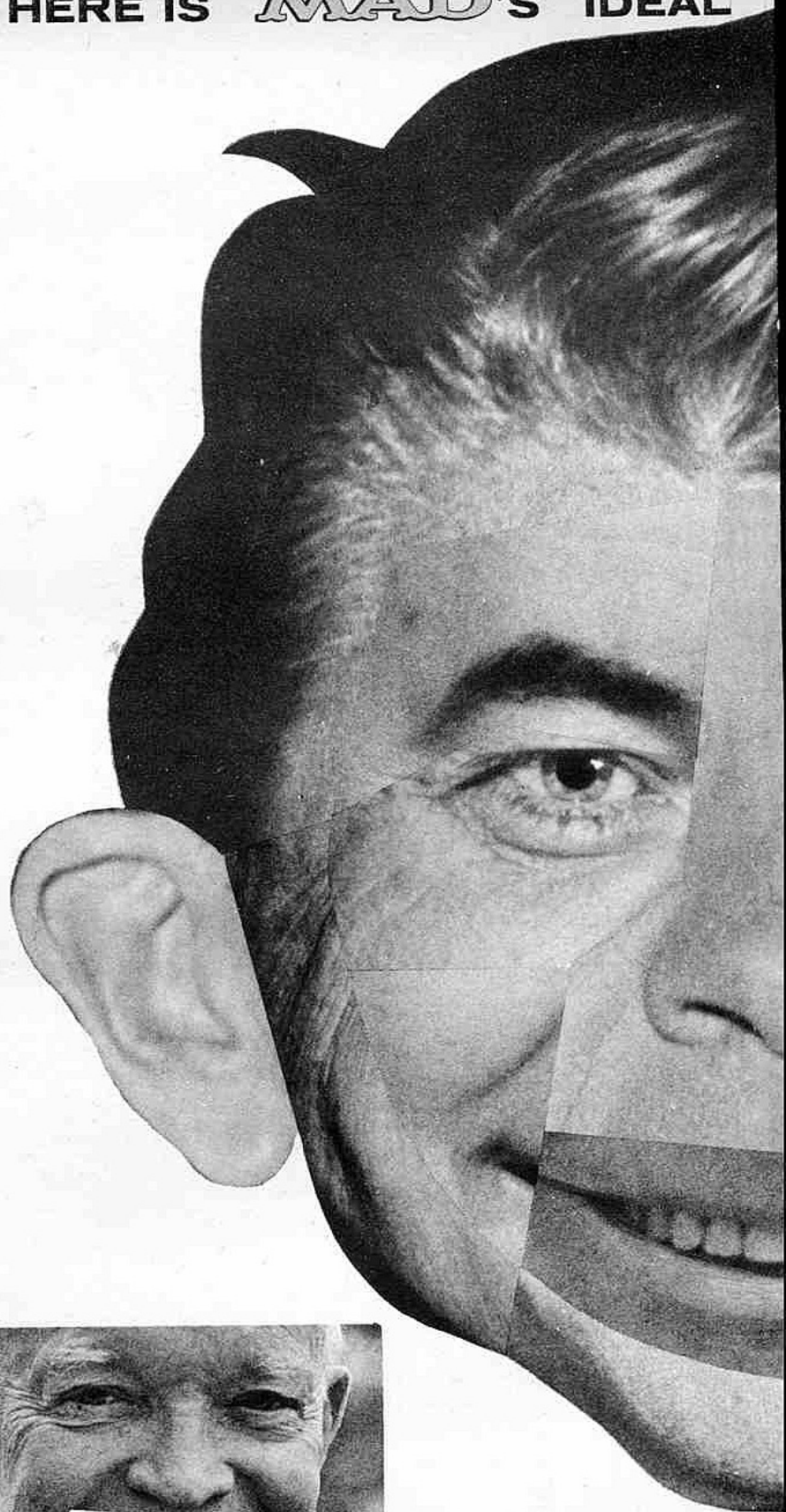
THE "EAR-TO-THE-RIGHT" RIGHT EAR OF
Mayor John V. Lindsay



THE "UNMITIGATED CHEEK" CHEEKS OF ...
Governor Nelson Rockefeller

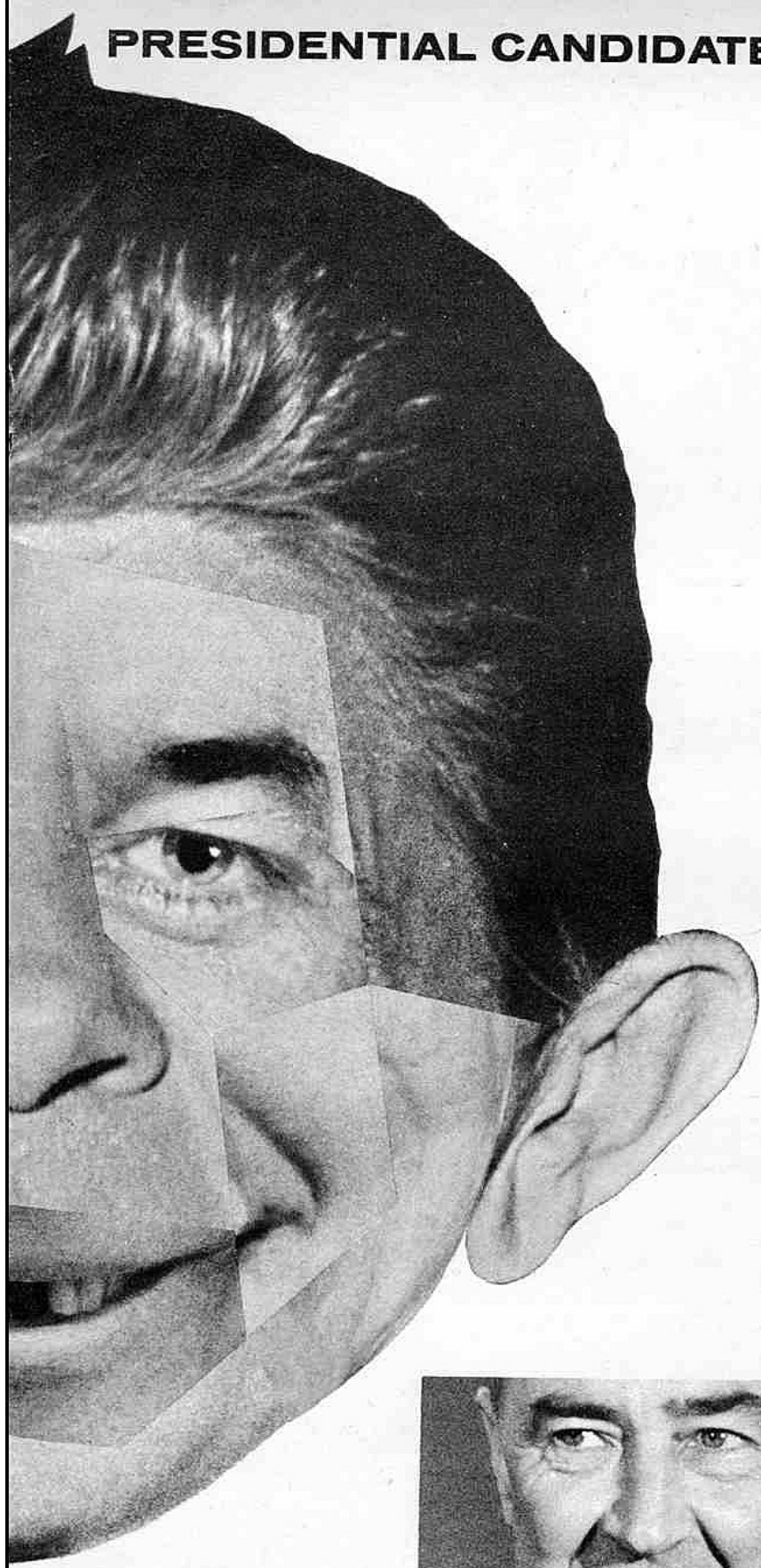


THE "LAUGHING-UP-HIS-SLEEVE" GRIN OF
Ex-Pres. Dwight D. Eisenhower



THE "CREDIBILITY"
Practically

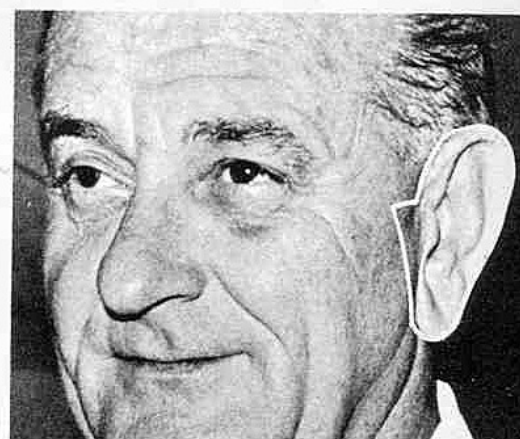
PRESIDENTIAL CANDIDATE!



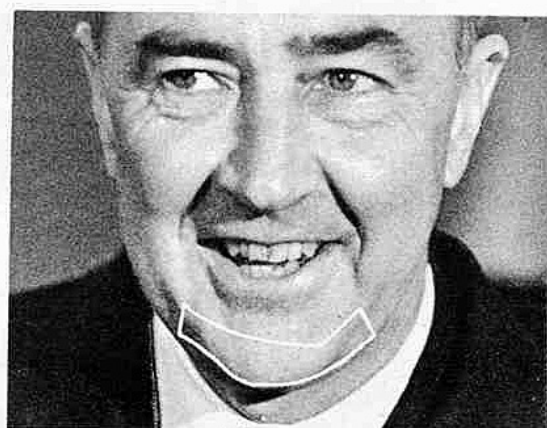
THE "CONSERVATIVE HEAD" OF HAIR OF
Governor Ronald Reagan



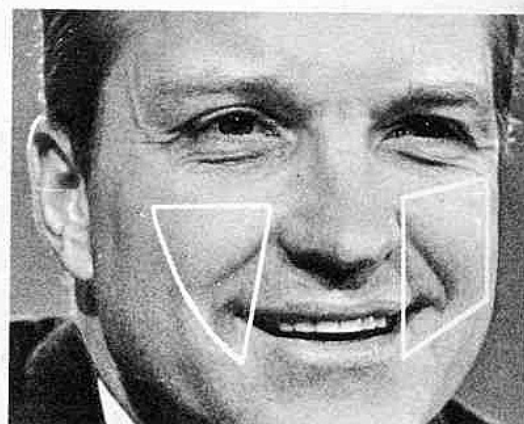
THE "EYES-ON-THE-WHITE-HOUSE" EYES OF
Governor Mark Hatfield



THE "EAR-TO-THE-LEFT" LEFT EAR OF . . .
President Lyndon B. Johnson



THE "STICK-YOUR-CHIN-WAY-OUT" CHIN OF
Senator Eugene McCarthy



THE "SMILING LINES" SMILE-LINES OF . . .
Senator Charles H. Percy

If you dug "The Music Man" and his memorable tirade against that pool table ("Ya got TROUBLE, my

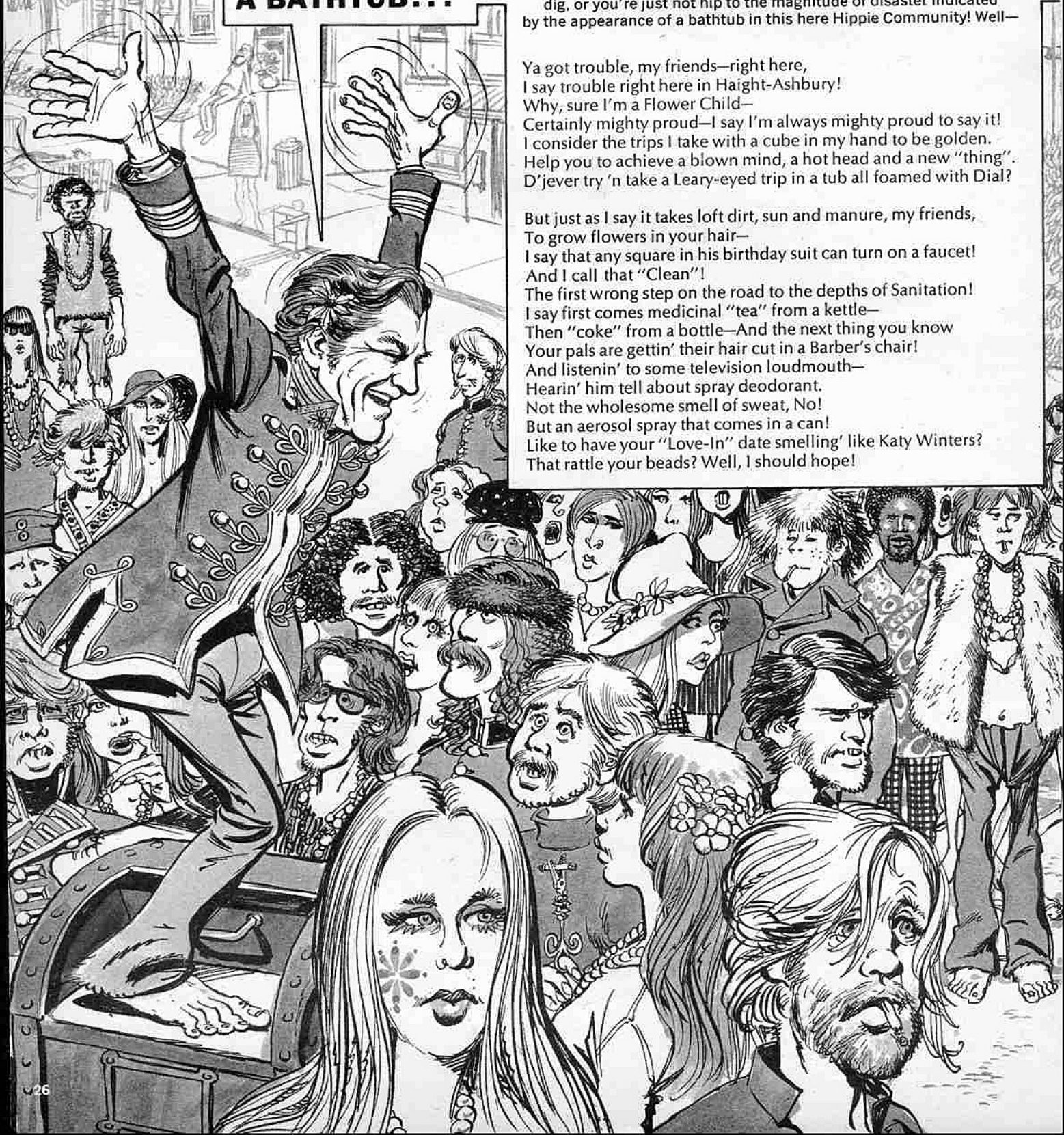
THE HIPPIE

A BATHTUB!?!

Either you're tuning yourselves out to a situation you don't wish to dig, or you're just not hip to the magnitude of disaster indicated by the appearance of a bathtub in this here Hippie Community! Well—

Ya got trouble, my friends—right here,
I say trouble right here in Haight-Ashbury!
Why, sure I'm a Flower Child—
Certainly mighty proud—I say I'm always mighty proud to say it!
I consider the trips I take with a cube in my hand to be golden.
Help you to achieve a blown mind, a hot head and a new "thing".
D'jever try 'n take a Leary-eyed trip in a tub all foamed with Dial?

But just as I say it takes loft dirt, sun and manure, my friends,
To grow flowers in your hair—
I say that any square in his birthday suit can turn on a faucet!
And I call that "Clean"!
The first wrong step on the road to the depths of Sanitation!
I say first comes medicinal "tea" from a kettle—
Then "coke" from a bottle—And the next thing you know
Your pals are gettin' their hair cut in a Barber's chair!
And listenin' to some television loudmouth—
Hearin' him tell about spray deodorant.
Not the wholesome smell of sweat, No!
But an aerosol spray that comes in a can!
Like to have your "Love-In" date smellin' like Katy Winters?
That rattle your beads? Well, I should hope!



friend, right here in River City!"), then you'll flip your lid over MAD's up-to-date version, delivered by...

PIE MAN

Friends, le'me make it very clear—

Ya got one—two—hot and cold water faucets on a bathtub!
Faucets that make the diff'rence between any Hippie and Mr. Clean
With a capital "C" and that rhymes with "B" and that stands for BATH!

And all week long, our Haight-Ashbury youth'll be scrubbin' away—
I say all our youth'll be scrubbin'—
Scrubbin' away their March-time, Riot-time, Trip-time, too!

Get the "Dash" in the washer, never mind gettin' necklaces strung,
Or the flowers watered, or the burlap sewed!
And never mind filchin' any "Acid"
Till the Communes are caught with their Sugar Cubes dry
On a Saturday night 'cause of bubbles!
Them soap-smellin', hell-raisin' Beelzebub-les!

I'm thinkin' of the boys in their blue jeans
An' mini-skirted girls
Climbing into tubs just to take a BATH!
Ya got trouble, gang—right here in Haight-Ashbury! Trouble!
With a capital "T" and that rhymes with "B" and that stands for BATH!

Now I know all you cats are the right kind of Hippies
So I'm gonna be perfectly frank—
Would you like to know what's gonna happen
Once the kids start soakin' in a tub?
They'll start thinkin' about school—thinkin' about work—
Smokin' butts you can buy in a store, legal!
An' braggin' about the material things they'll get from the coupons!

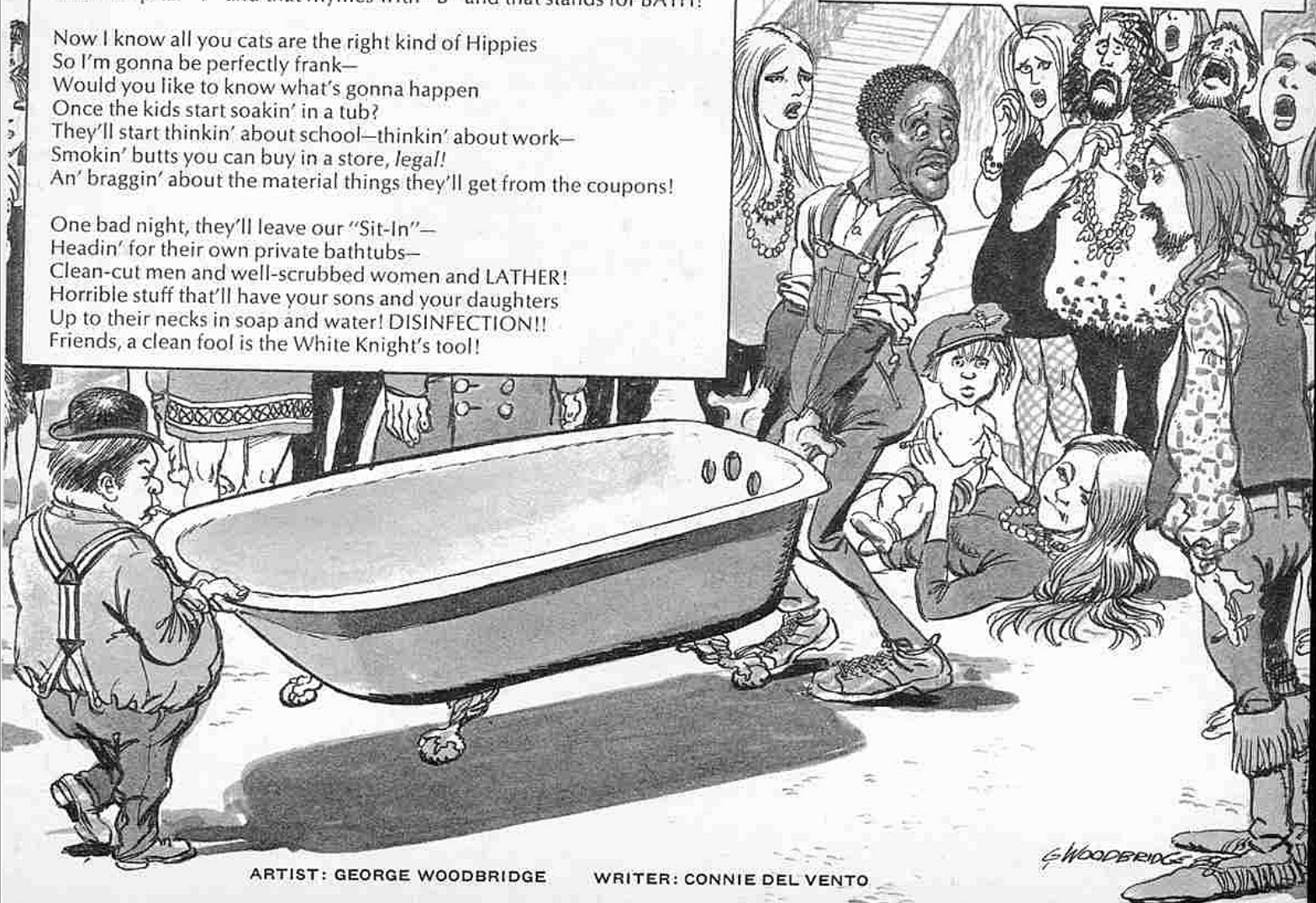
One bad night, they'll leave our "Sit-In"—
Headin' for their own private bathtubs—
Clean-cut men and well-scrubbed women and LATHER!
Horrible stuff that'll have your sons and your daughters
Up to their necks in soap and water! DISINFECTION!!
Friends, a clean fool is the White Knight's tool!

Mothers and Fathers of Haight-Ashbury! Heed my warnin' before it's too late! Watch for the tell-tale signs of Clean Living! The minute your kid leaves the pad, does he stick his Indian Beads in his pocket? Are there regular loafer-type shoes on his feet? A "TV Guide" hidden in his "I Ching"? Is he startin' to memorize lines from Ronald Reagan's speeches? Are certain phrases creeping into his vocabulary—like "getting a job" and "making something of myself"? If so, my friends...

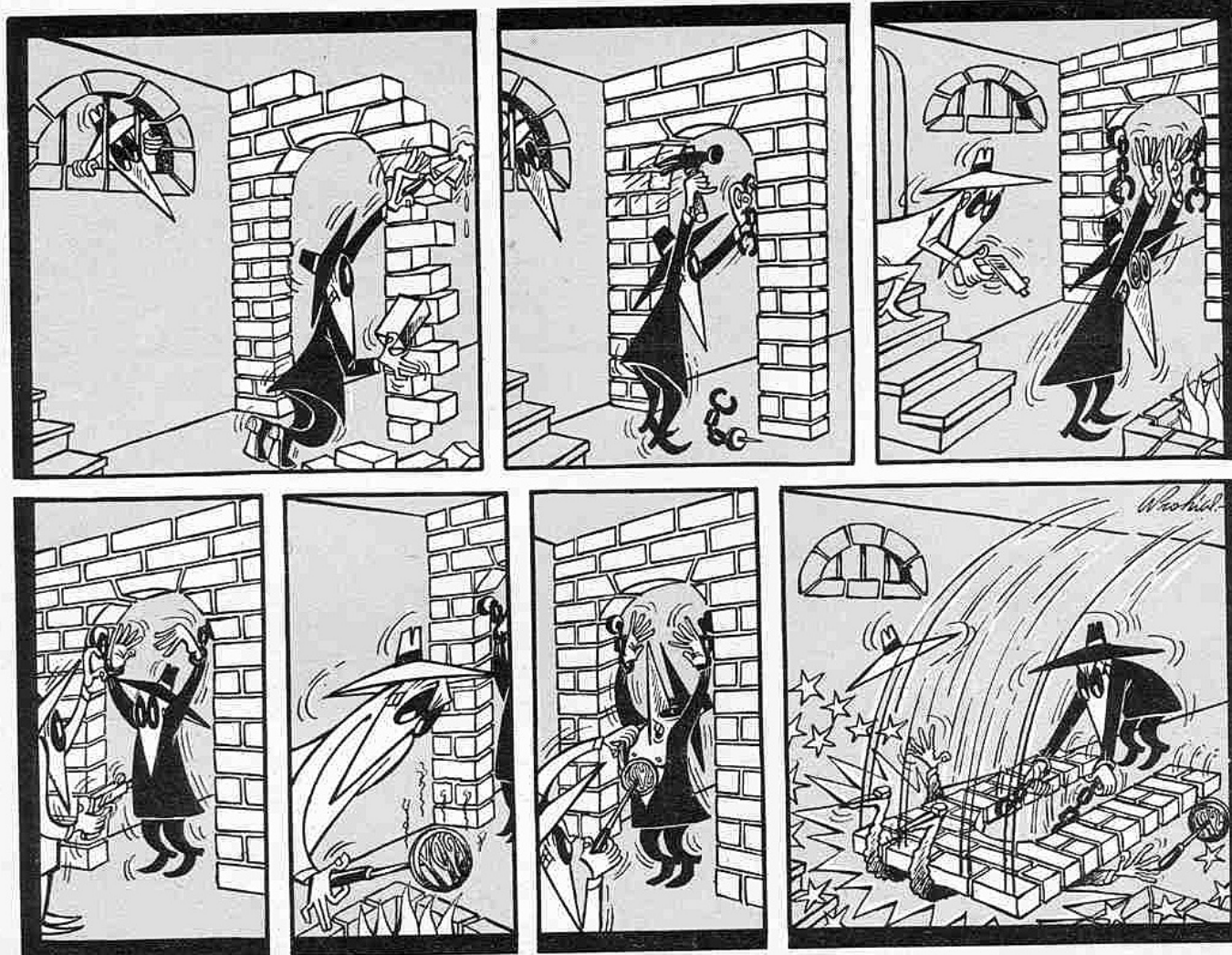
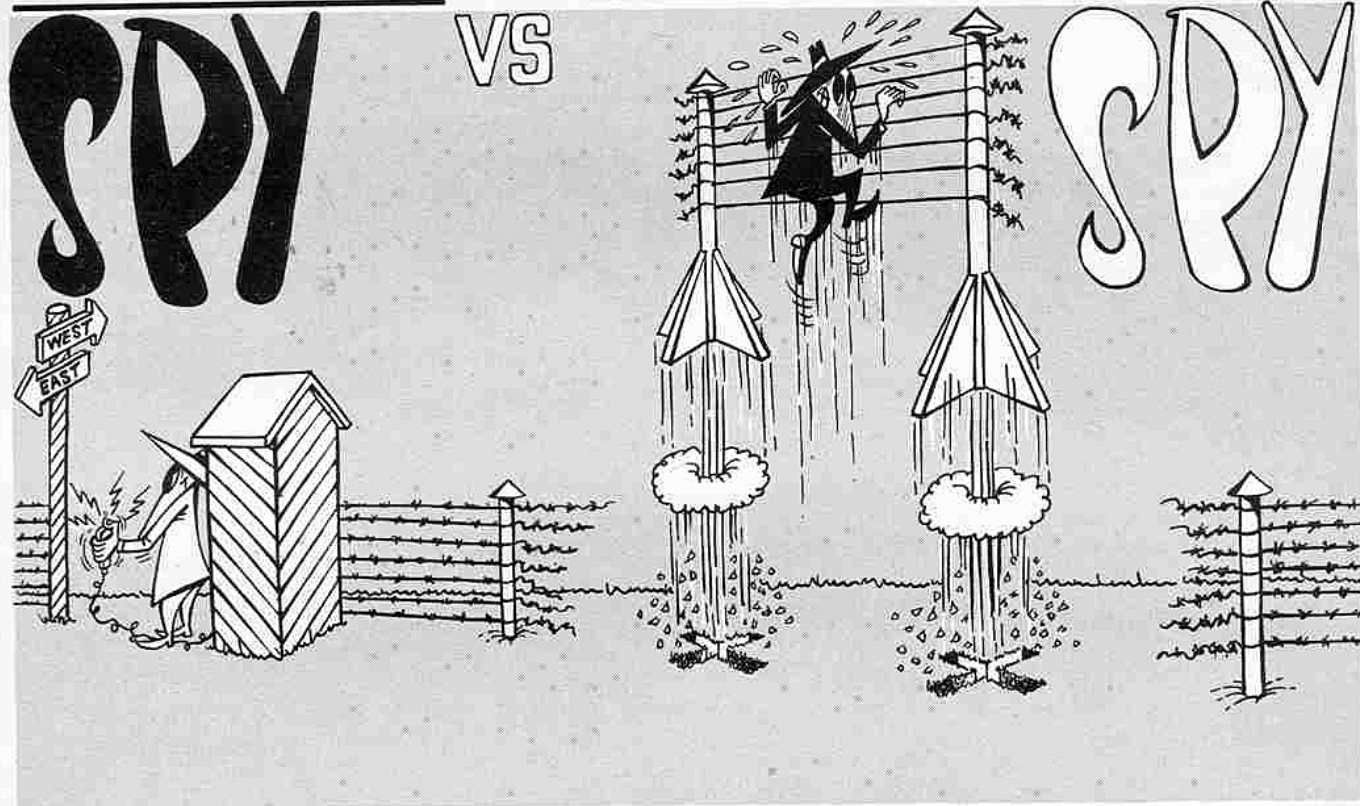
Ya got trouble!

Man, we got trouble!

Right here in Haight-Ashbury!
Right here in San Francisco!
With a capital "We" and that rhymes with "B"
And that stands for BATH!
That stands for BATH!
We gotta figure out a way
To keep our Hippies off the Ivory path!



Moss
Barbush

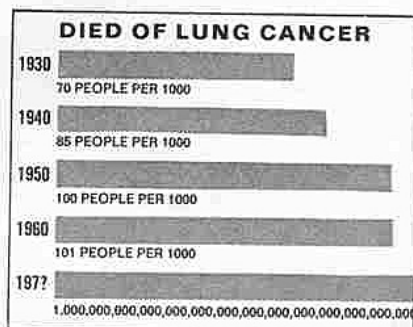


BUTT OUT! DEPT.

Once upon a time, all the cigarettes were "Regular" guys, and each one enjoyed his own fair share of the market. Then one of them got ambitious. So he grew a few millimeters longer and crowned himself "King". And soon, "King" was gathering more than his share of the market. Which made the other cigarettes angry. So they all revolted and added enough millimeters to become "Kings" too. Then things finally settled down, and everyone had his fair share of the market once more. Until one of them got ambitious again. This time, he grew and grew until he was a neat, clean 100 millimeters long. So of course, all the other cigarettes grew to be 100 millimeters long. And it looked like things would settle down again. But they didn't. Now, there's real trouble this time! Chesterfield has opened the door to what promises to be a full-scale escalation of the Cigarette War. They've come out with the "Chesterfield 101"—just a silly millimeter longer, but oh the chaos it promises! Already there are rumors that Lucky Strike is planning a "102" . . . Tareyton is experimenting with a "103" . . . Old Gold is working on a "105" . . . and others are doubtlessly designing "108's," "110's," "120's," and so forth . So now, let's take a look at the consequences of this mad race and see what is bound to happen

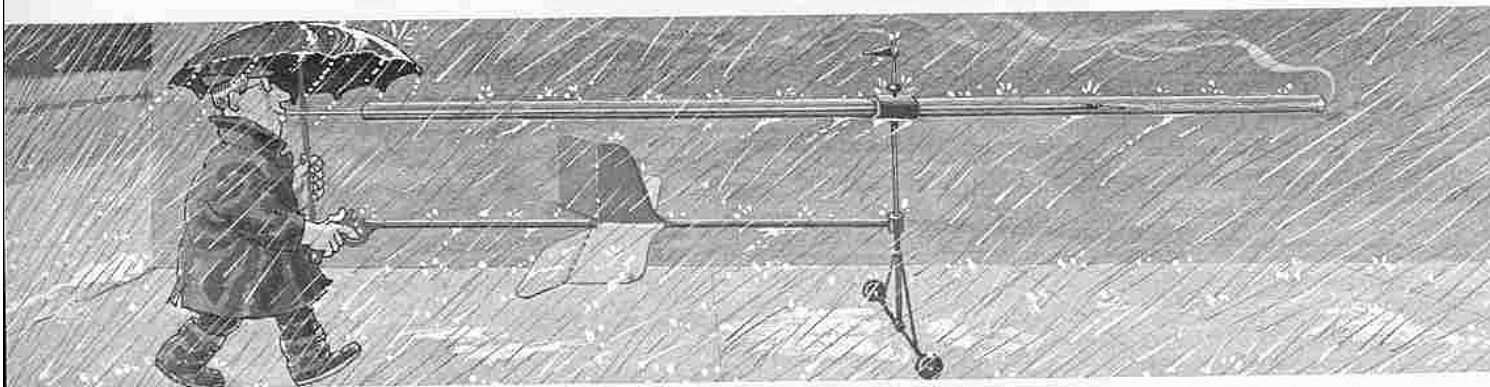
WHEN WE HAVE THE FUTURE "LONG-LONG" CIGARETTE

ARTIST & WRITER: AL JAFFEE



THE FUTURE "LONG-LONG" 1,000,000,000

enjoy developing fancy steering skills, while others will take Walter Mitty-type pleasure in daydreaming that they are operating an exciting craft of some sort.

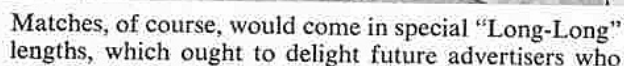


waterproof plastic tube. Controls in the pusher-handle will activate rudder and elevators, and wide wheel base will prevent tipping while maneuvering in strong gusts.

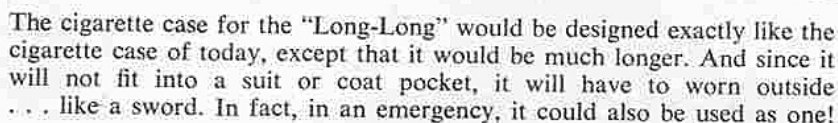
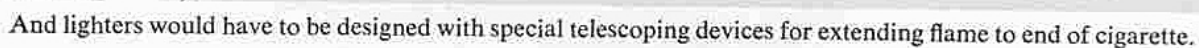
A black and white cartoon illustration depicting a group of approximately 15 people, both men and women, seated around a large, low table. They are all blowing smoke from pipes or cigarettes. The smoke is captured by a series of thin, straight lines that crisscross the air above the table, connecting every person to every other person in the group. This visual metaphor represents a complex, interconnected communication network or a social web. The people are dressed in mid-20th-century attire, and the setting appears to be an indoor room with a window in the background.

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Lighting Up The “Long-Long”

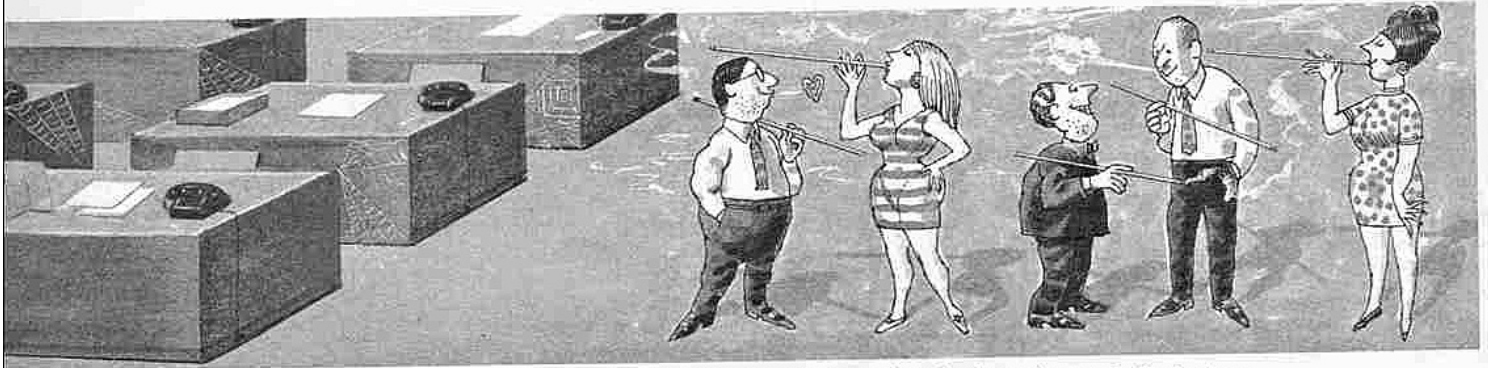


would suddenly find plenty of space on the matchbook covers in which to deliver more lengthy sales pitches.

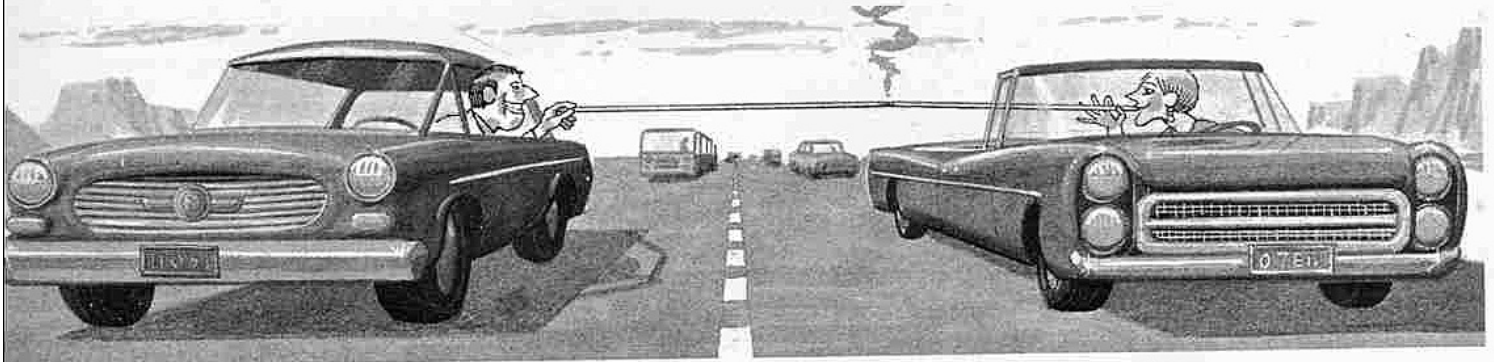


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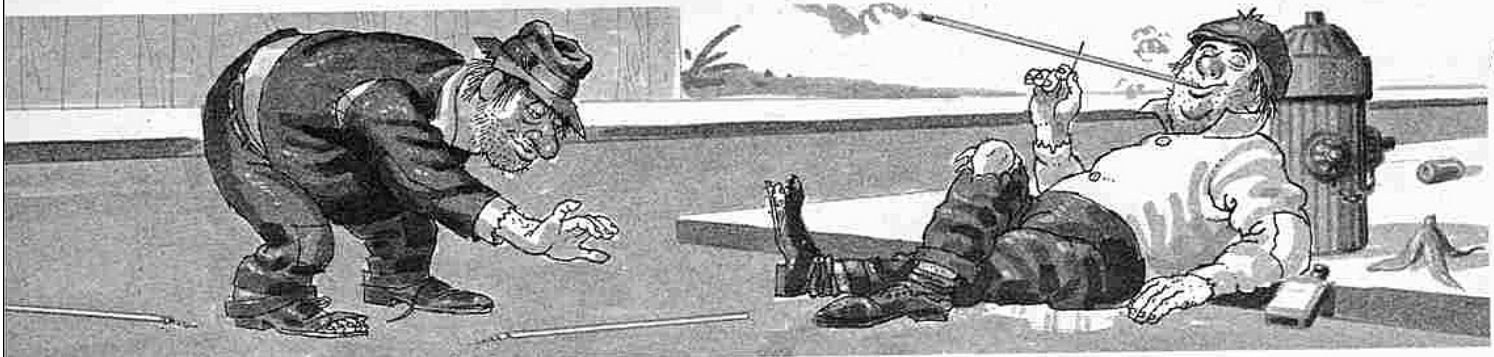
ADVANTAGES OF SMOKING THE F



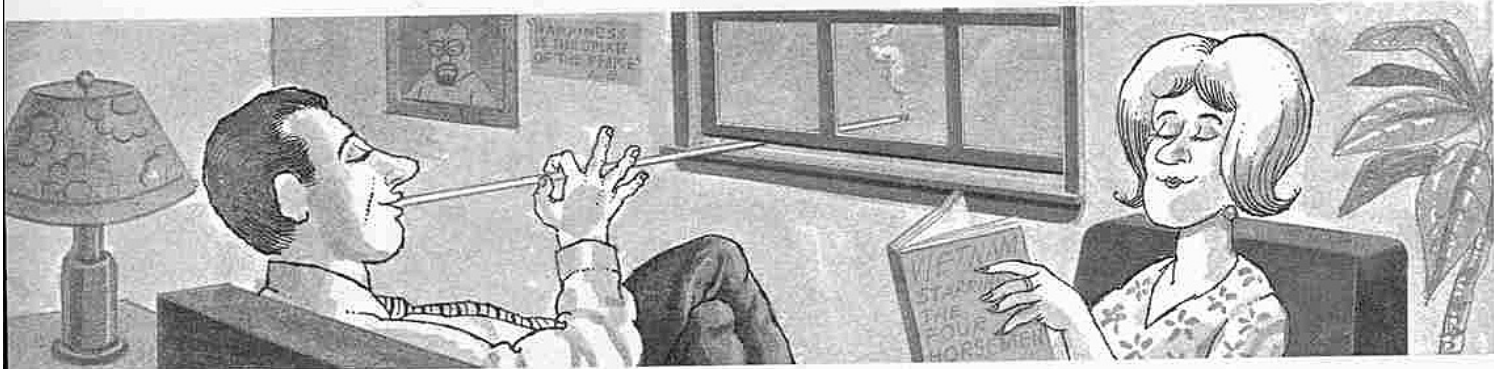
In the future, working people will enjoy "Cigarette Breaks" that last for hours instead of minutes.



You'll be able to give "lights" to people who happen to be inconvenient distances away from you.



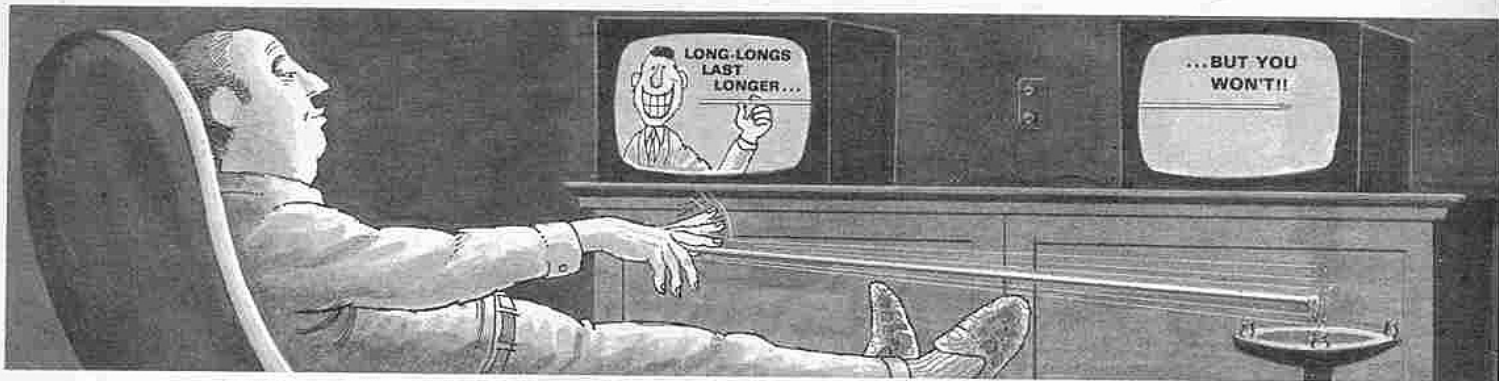
Bums will still be able to find plenty of smoking pleasure in discarded Long-Long Cigarette butts.



If someone in your family is "allergic" to cigarette smoke, or if they're simply "against smoking", you'll still be able to enjoy puffing a Long-Long Cigarette without having to step outside the house.

[illegible]

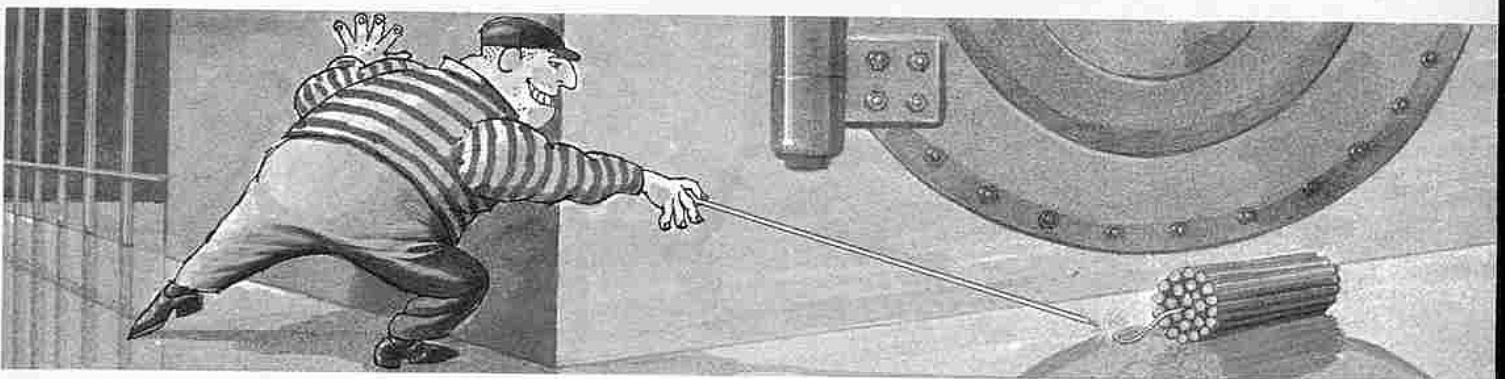
UTURE "LONG-LONG" CIGARETTE



You'll be able to flick ashes into ash trays across the room without having to get out of your seat.



If you're a Commuter, it will be possible for you to ride in the "No Smoking" car and still smoke.



You'll be able to light fires, ignite firecrackers, set off bombs, etc. while at a safe distance.



No one will be able to pretend that they're "fresh out" when you want to bum a Long-Long Cigarette. (Of course, this is also a *disadvantage* if you happen to be on the other end of the transaction.)

000,000,000,000,000,000,000,000,000,000,000,000 MILLIMETERS LONG

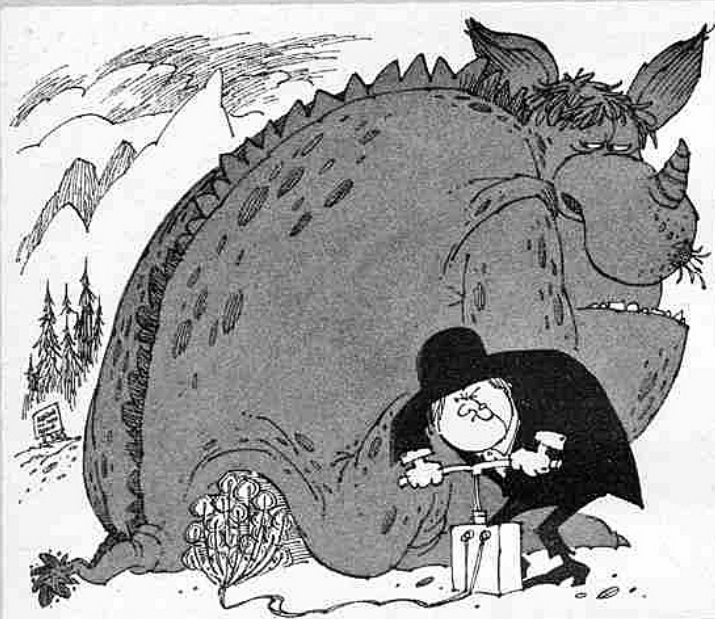
SPOOKING FROM PICTURES DEPT.

Hey, gang! It's time once again for MAD's nutty old "Cliché Monster" game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you create a new-type monster, and you're playing it. Mainly, you're—

SHAKEPEARE
BACON

HORRIFYING CLICHÉS

ARTIST: PAUL COKER, JR. WRITERS: PHIL HAHN & NEAL BARBERA and MAY SAKAMI



Exploding a MYTH



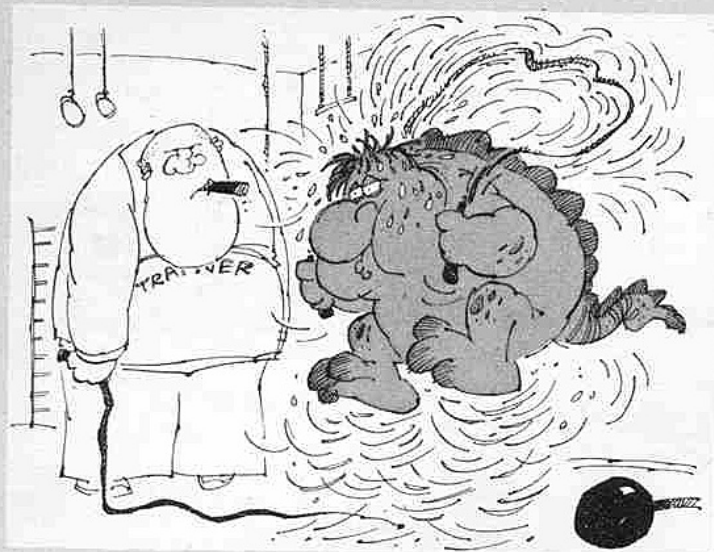
Dissolving a PARTNERSHIP



Re-arranging a SCHEDULE



Beating a HASTY RETREAT



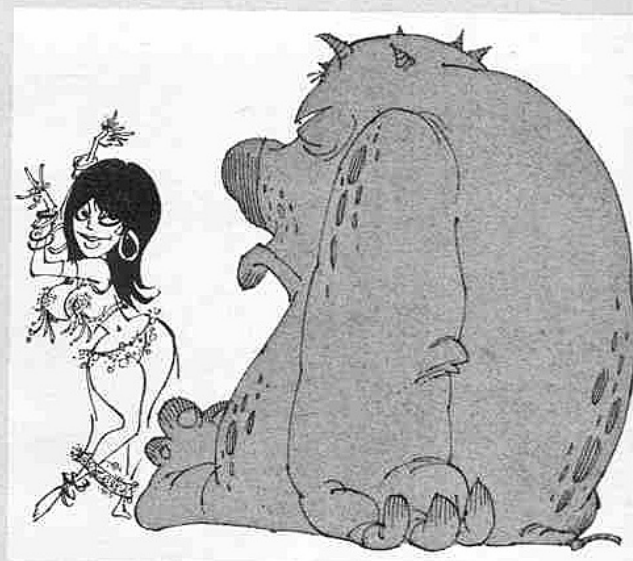
Exercising a **PEROGATIVE**



Provoking an **ARGUMENT**



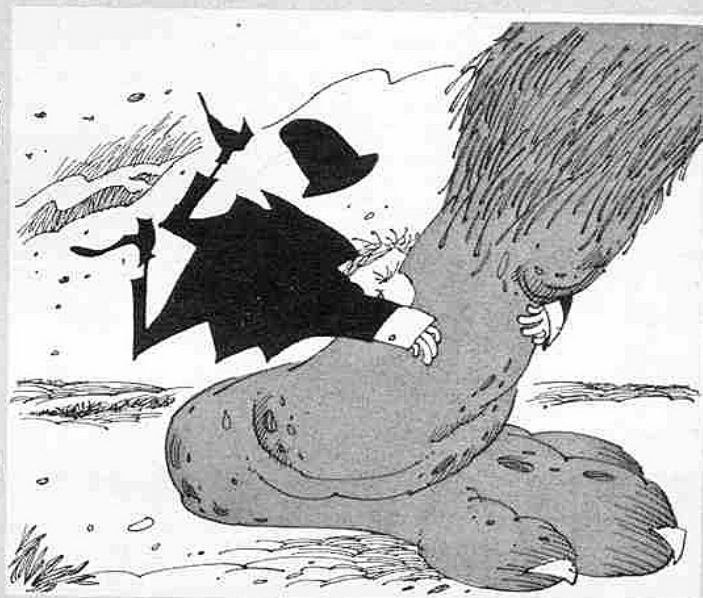
Curbing a **VORACIOUS APPETITE**



Arousing a **SUSPICION**



Courting a **DISASTER**

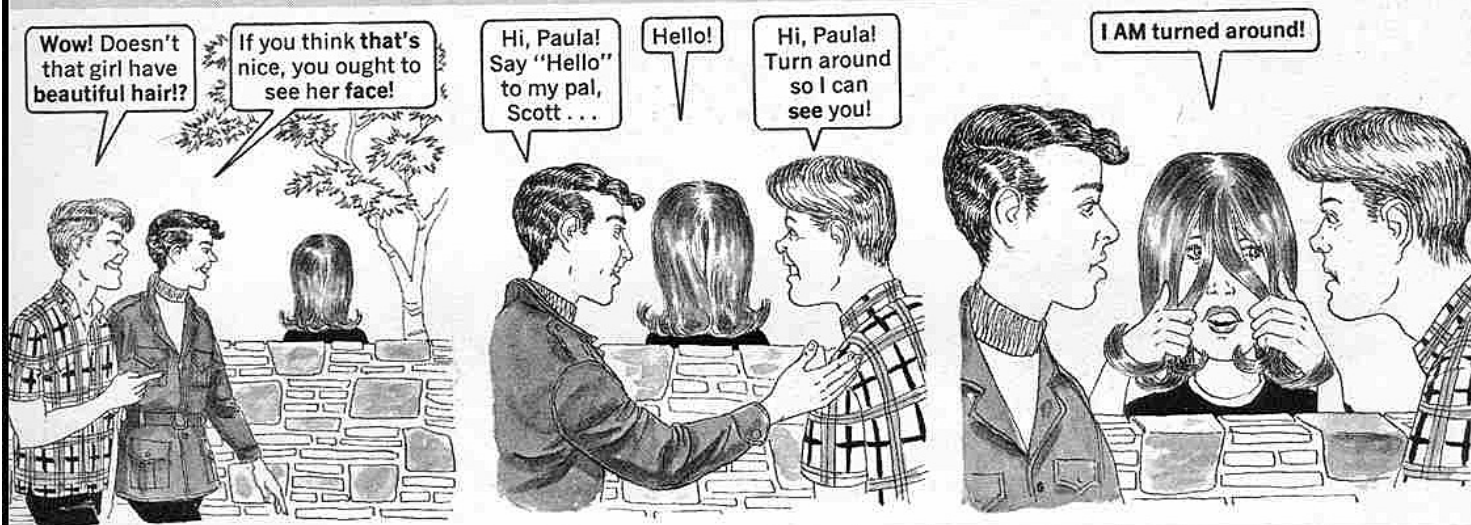


Tackling a **TOUGH ASSIGNMENT**

THE LIGHTER SIDE OF

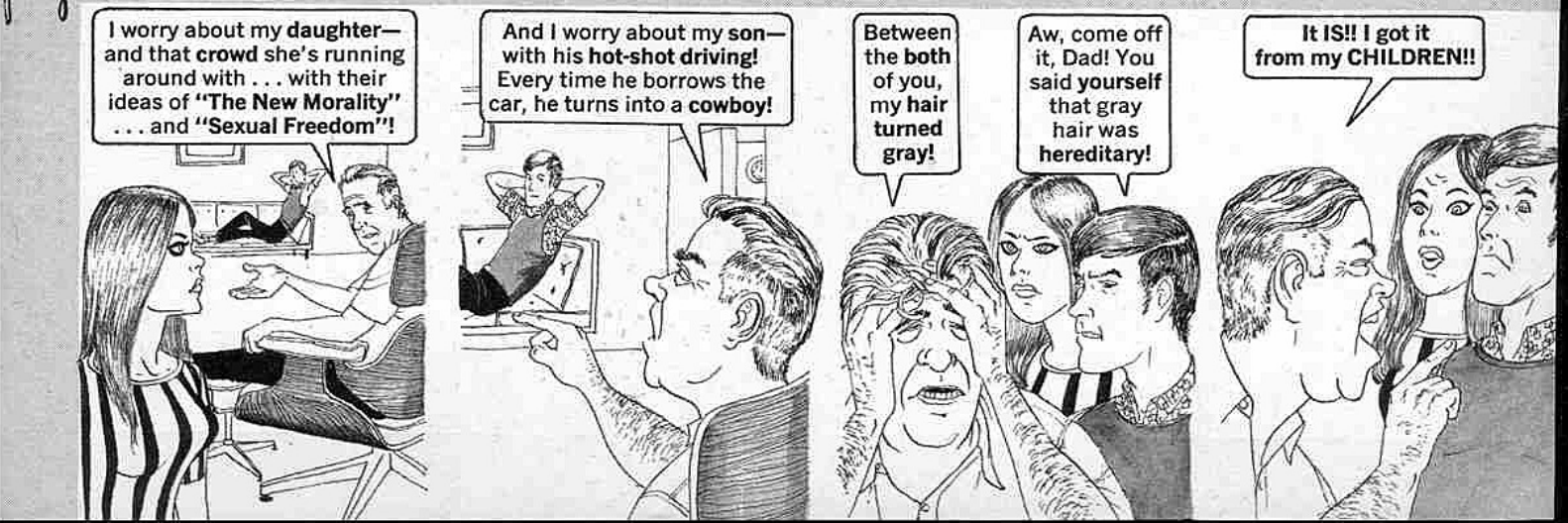
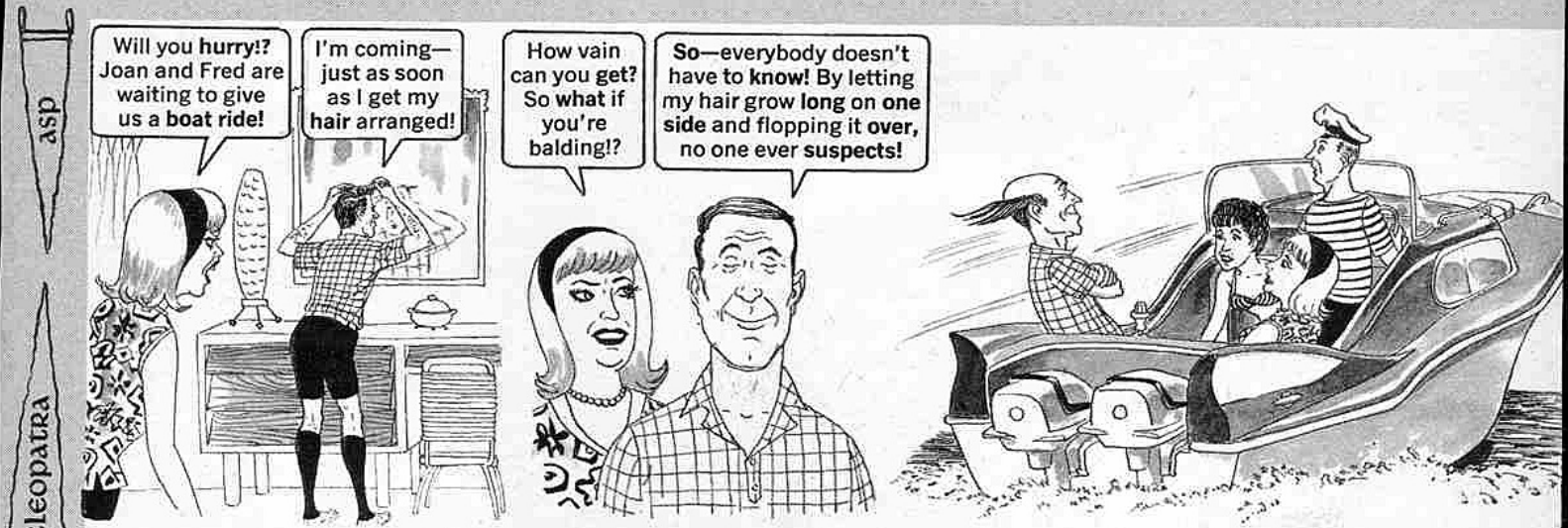
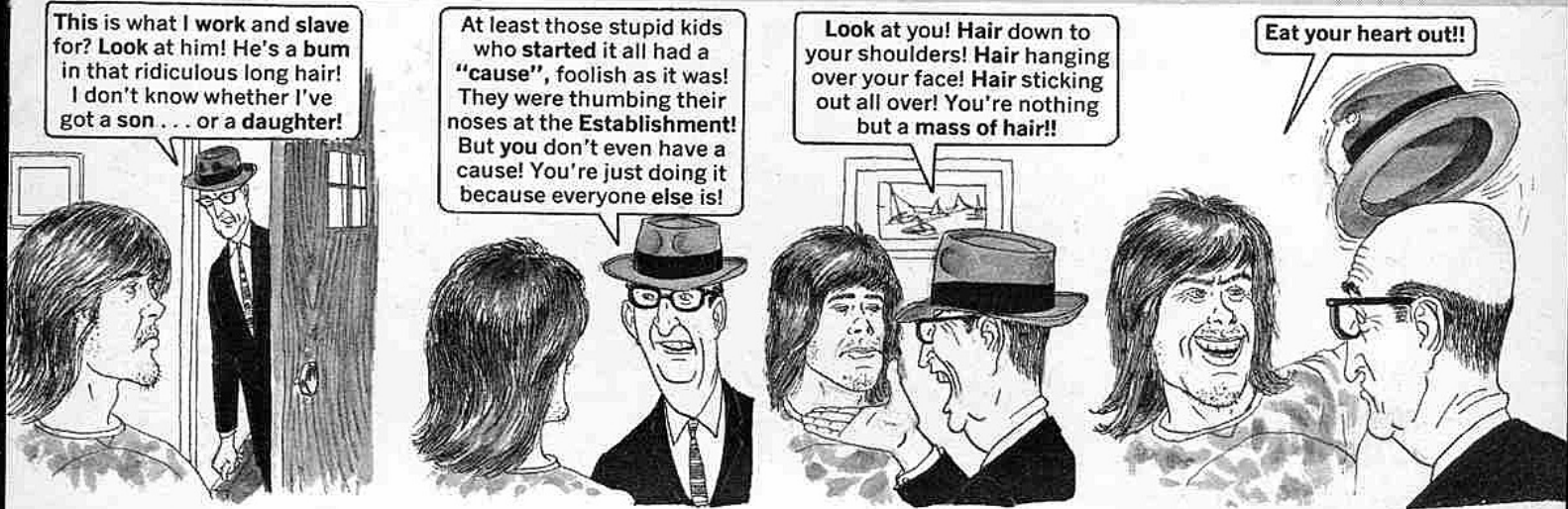
Plucking
Trimming
Cutting
Shaping
Shaving
Shampooing
Coloring
Curling

Setting
Drying
Brushing
Combing
Straightening
Faking
Growing and
Removing...



HAIR

ARTIST & WRITER: DAVE BERG

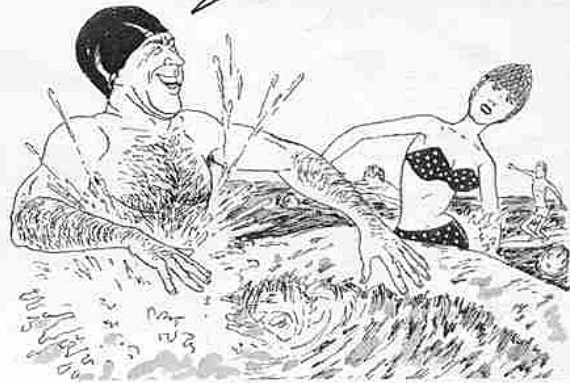


Let's go
in for
a swim!

Okay! Just as
soon as I put on
my bathing cap!

BATHING CAP?! Are you kidding?
You haven't got enough hair to
keep out of your eyes!

I know! But this way, people **THINK** I do!



Look who's here!
I haven't seen
you in years!
Sa-a-a-y! You've
grayed so nicely!

My goodness!
It makes you
look so ...
distinguished!

Not everyone grays
nicely! But you
sure have! It gives
you a look of
maturity and dash!

I'd say you're
better-looking
now with gray
hair than you
ever were!

Well, you can't
say they didn't
make a fuss over
you! How does it
make you feel?

Old!



Boy, these advertisers are a bunch
of fakers! They guarantee at least
ten shaves from one of their stain-
less steel blades! I only used this
one five times and already it's dull!

If I were you, I'd
write that company
a **real nasty letter!**

I'd tell them I was going to
the **Better Business Bureau!**
I'd demand my money back in
full! And I'd threaten them
with a law suit! That's what
I would do if I were you!

Better **THEY** should get
the blame than he should
find out that I used
that blade five or six
times to shave my legs!



**WAITER! THERE'S
A DISGUSTING
HAIRY INSECT
IN MY SOUP!!**

I'm
terribly
sorry,
Madam ...

**WHAT KIND OF A PHONY
PLACE IS THIS, ANYWAY?!
YOU'VE GOT PHONY DECOR
AND PHONY PRICES AND
PHONY UNIFORMED WAITERS
... AND YOU SERVE SOUP WITH
DISGUSTING HAIRY BUGS IN IT!**

**THIS
WHOLE
PLACE
IS
PHONY!**

I can't understand
it, Madam! Wait! I
think I have it on
this spoon! Ah ...

**WELL?!
JUST
WHAT
IS
IT?**

Your phony
eyelash,
Madam!



Your hair is so beautiful I could run through it . . . barefooted!

OUCH!!

Whadja do, spray it with that stuff that makes it hard as a rock?

Yep! Still want to run through my hair . . . ?

Yeah, but with shoes on!



Hey! You changed the color of your hair!

Do you like it?

Why shouldn't I like it? I liked you in every other color you had! And this time I noticed it! Right?

Right!

You're always complaining that I never notice when you change the color of your hair, and this time I walked in and spotted it right away, didn't I?

Not exactly!

I changed the color of my hair a week ago!



Dear Florence:
I think it is my duty to tell you that I saw your husband with a flashy blonde in Dinty's Hideaway Restaurant the other night, and they were carrying on in a most disgraceful manner.
Wise up!
A Friend

OKAY, BUSTER! WHAT'S THIS ALL ABOUT!? WHO IS THIS OTHER WOMAN YOU WERE WITH?

What?! Oh—er—well, I'm glad it's finally out in the open! Yes, it's true! I WAS with a flashy blonde woman the other night!

She was beautiful and charming and sexy, and I love her very deeply! What's more, I'm not ashamed of what I did or who knows about it!

I'LL RAISE A LUMP ON YOUR HEAD THE SIZE OF A BASKETBALL IF YOU DON'T TELL ME WHO SHE IS!

YOU, DUMMY!
You were wearing your blonde wig!!



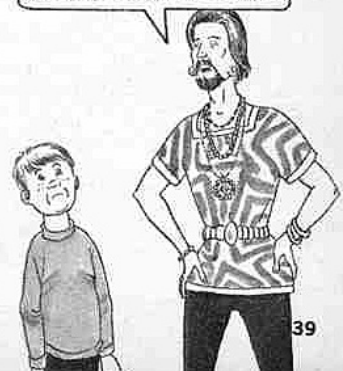
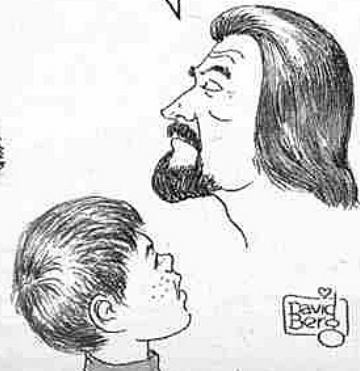
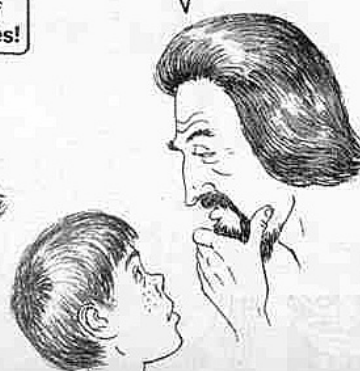
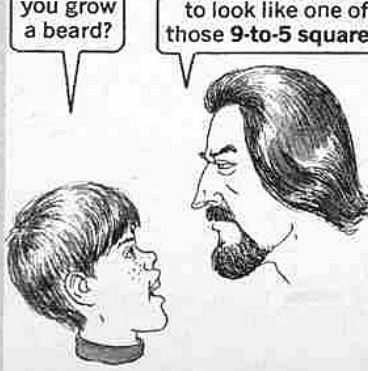
Hey, mister—why did you grow a beard?

Well for one thing, to be DIFFERENT! I just didn't want to look like one of those 9-to-5 squares!

Also, it made me look OLDER . . . and WISER!

Also, it gave me a certain AIR OF DISTINCTION!

But mostly, I grew a beard because it makes me look so MASCULINE!



LUNGS
CIGARETTES

David Berg

WIN, PLACE AND SNOW DEPT.

YOU MAY HAVE ALREADY

The newest thing in junk mail is the "You May Have Already Won..." gimmick! Supposedly, the results of a contest have already been decided, and all you have to do is rush down to a store, or mail in your lucky number, and collect your loot! Although your chance of being a winner is still a zillion to one, the gimmick is a success because it manages to hook you into falling for the rest of the advertising pitch. MAD can see the day when this type of approach will be carried a bit too far, like f'rinstance:



SELECTIVE SERVICE SYSTEM Washington, D.C.

THIS IS YOUR LUCKY NUMBER: **945-3777-9068**

YOU MAY HAVE ALREADY BEEN EXEMPT FROM THE DRAFT!

Greetings!

Every month, countless thousands of young men are turned away by the Selective Service System.

Why not drop down to your Local Induction Center, show Sgt. Chick N. Nuncom your number (above), and find out if you're one of the lucky ones?

Any time after 6:00 A.M. on Tuesday, March 4th, will be fine, as long as it isn't after 6:05 A.M.

And just in case you're not a winner, be sure to bring your toothbrush and shaving equipment with you...because you may be staying with us a while.

Sincerely yours,
Silvester Scott

Silvester Scott, Director
Local Draft Board #5

YOU MAY HAVE ALREADY WON!



A 1968 CADILLAC or a luxurious full-length MINK COAT

or any of 12,000 other prizes including:
5 COLOR TV SETS • 12 STEREO HI-FI SETS •
150 AM-FM PORTABLE RADIOS • 11,833 PENCILS

in the new, different and exciting

RETCHALL DRUGS
Golden Sweepstakes

RUSH THIS CARD DOWN TO YOUR NEAREST
RETCHALL DRUGSTORE
AND SHOW THE HIGH-POWERED SALESLERK
YOUR LUCKY NUMBER:

FX 36902287

Naturally, you're only going to win a crummy pencil...but then you'll be too embarrassed to leave the store without buying something.

FILL IN YOUR NAME AND ADDRESS BEFORE CLAIMING YOUR PRIZE SO WE CAN SELL IT TO OTHER COMPANIES LOOKING FOR SUCKERS

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZONE _____

This contest is void in States where they've passed laws to protect innocent (but greedy) consumers from making asses of themselves!

YOU MAY HAVE ALREADY HEARD THIS MOVIE IS A BOMB!

But why not make up your own mind? Why listen to what the Critics say? It's the individual who must decide what he or she likes, not some sourpuss who gets big money for sounding like an intellectual snob. See

"THE CYCLE-DELIC CROWD"



STARRING:

Ellis Dee & Mary Whana

WITH:

Peter Honda & The Freak-Outs

... and decide for yourself it's a BOMB!



Y READ THIS!

ARTIST: JOE ORLANDO

WRITER: ELI STEIN



MOTOR COMPANY
Dearborn, Michigan

No. 7-Y-567G683456

Dear Customer:

YOU MAY ALREADY BE SUING US!

However, if you are the owner of the new car with the serial number inscribed above, and you haven't had your accident yet, why not rush your car down to your local Furd Dealer's Service Department. (Whatever you do, don't try to drive it in! We'll pay for the towing!)

We just learned about your defective brakes, and we're doing our best to contact the owners of all 60,789 cars that slipped past our Brake Assembly Inspection Dept.

If we've gotten to you in time, your Furd Dealer will overhaul your brake system absolutely free. But if we're too late, we hope that you are now fully recovered and back on your feet. Just have your lawyer get in touch with us and we'll settle out of court.

Respectfully yours,

Charles Finucane

Charles Finucane
Vice President, Recall Dept.

SUMMONS

LICENSE
NUMBER: R-7768

YOU MAY BE NOT GUILTY OF THE FOLLOWING CHARGES:

- | | |
|---|--|
| <input checked="" type="checkbox"/> EXCEEDING THE SPEED LIMIT | <input type="checkbox"/> DRIVING WHILE DRUNK |
| <input type="checkbox"/> PARKING ILLEGALLY | <input type="checkbox"/> PASSING THROUGH A RED LIGHT |
| <input type="checkbox"/> PASSING A FULL STOP SIGN | <input type="checkbox"/> STOPPING AT A GREEN LIGHT |
| <input type="checkbox"/> MAKING AN ILLEGAL TURN | <input checked="" type="checkbox"/> OTHER: <u>Nalitois</u> |

Why not show up at Central Traffic Court one week from this date at 9:00 A.M. and find out. However, if you'll take a tip from me, don't bother to plead "Not Guilty." You'll only waste several more days in court, and the Judge will still throw the book at you. Remember, it's your word against mine!

ARRESTING OFFICER: Det. Pat Sullivan DATE: 5/12/68

EAST CANARSIE NATIONAL BANK

BONNIE AND CLYDE STREETS
CANARSIE, PA.

SPECIAL CHECKING ACCOUNT NO.:
593 03 2890387

YOU MAY ALREADY BE OVERDRAWN!

If you're the typical schnook we think you are, you've probably already written two or three more checks than your balance can cover.

Maybe you made a mistake in subtraction a few checks back, and you figured you had more than you've got.

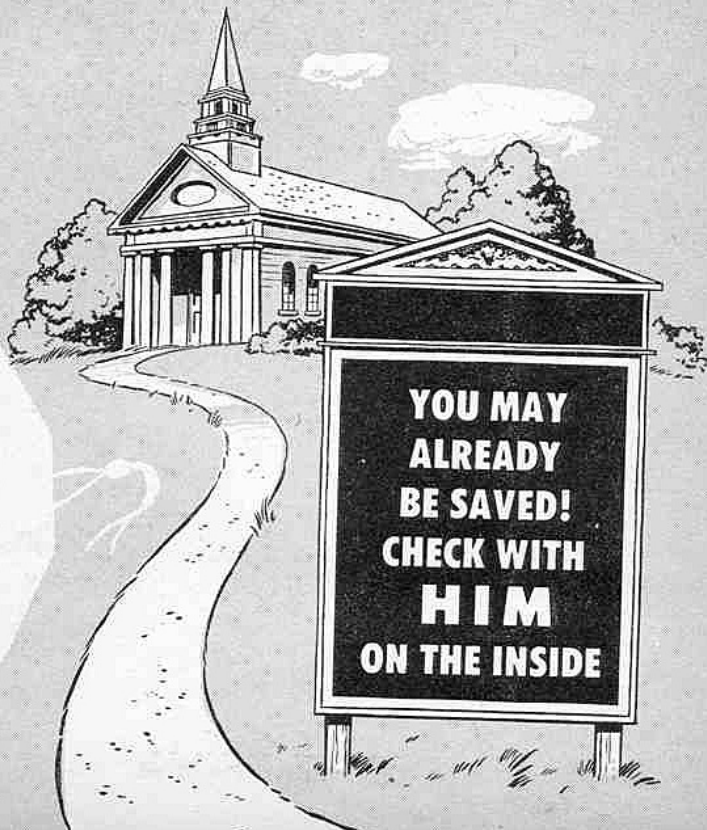
Or perhaps your wife paid for her entire new Spring wardrobe by check and forgot to enter it.

In any case, you're in trouble!

So why not drop in to the bank as soon as possible, and discuss the whole problem with Mr. Finsternick. He'll be glad to arrange a loan for you at 5½% interest (which figures out to be 18%, if you know your math). He's also the one with the direct line to the Police Bunko Squad.

Remember, you have a friend at East Canarsie.

CITY ORDINANCE 241, SECTION 52: ANY PERSON FOUND GUILTY OF WILLFULLY PASSING A BAD CHECK SHALL BE SUBJECT TO A JAIL TERM OF FIVE TO TEN YEARS, AND/OR A FINE OF \$5,000.00 (NOT PAYABLE BY CHECK!)

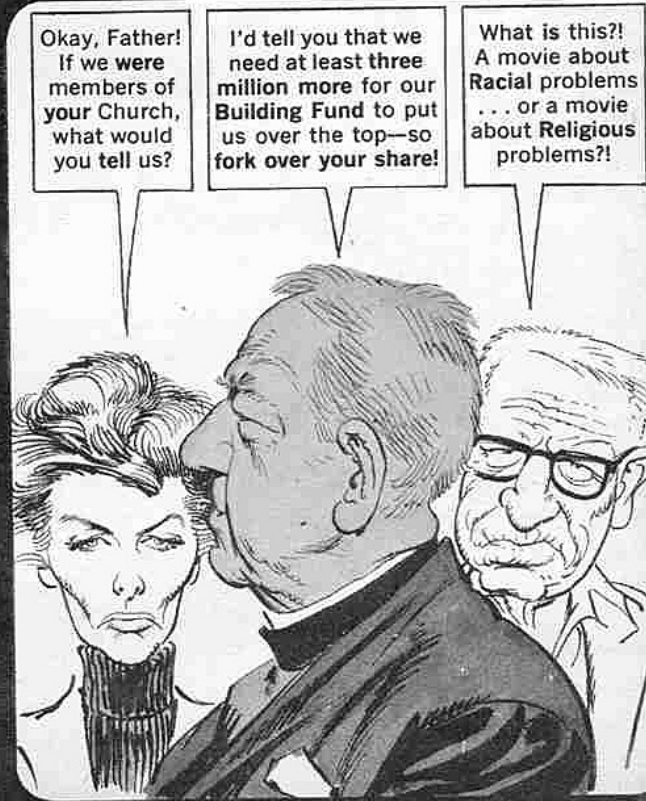
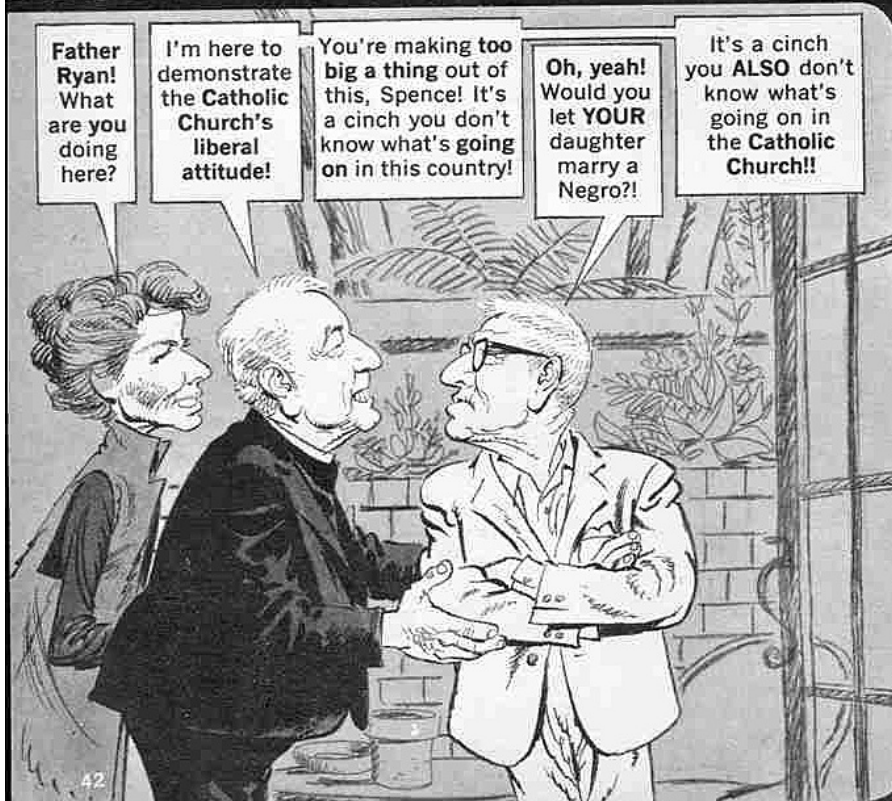


TAKE THREE! DEPT.

Once again, we proudly present our "Annual Summer Cinematic Satire Special" which saves you the trouble and expense of seeing several movies at one time. (Too bad if you already saw them!) Mainly, here we go with three idiotic...

MAD

GUESS WHO'S THROWING

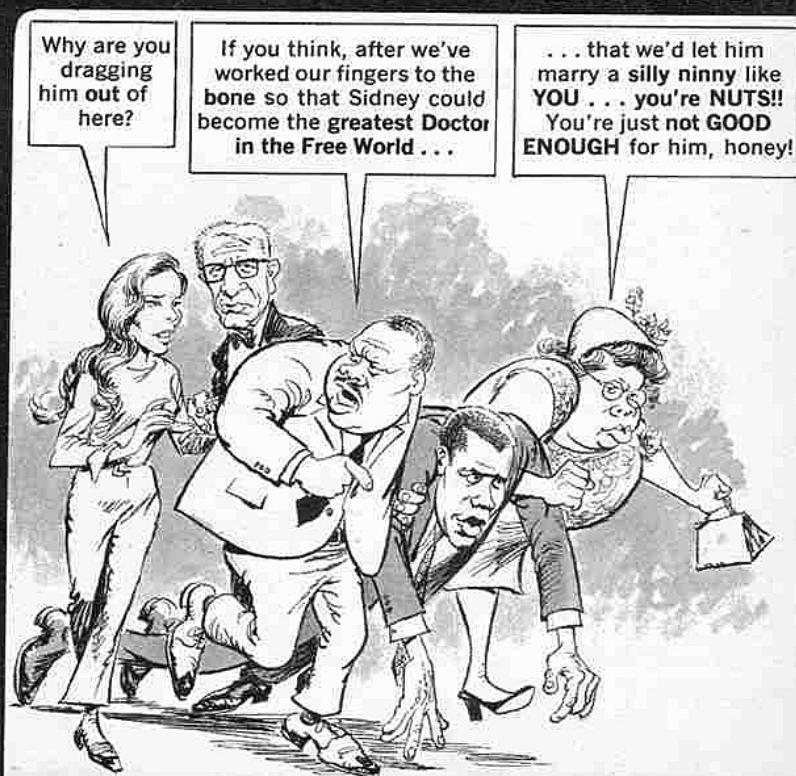
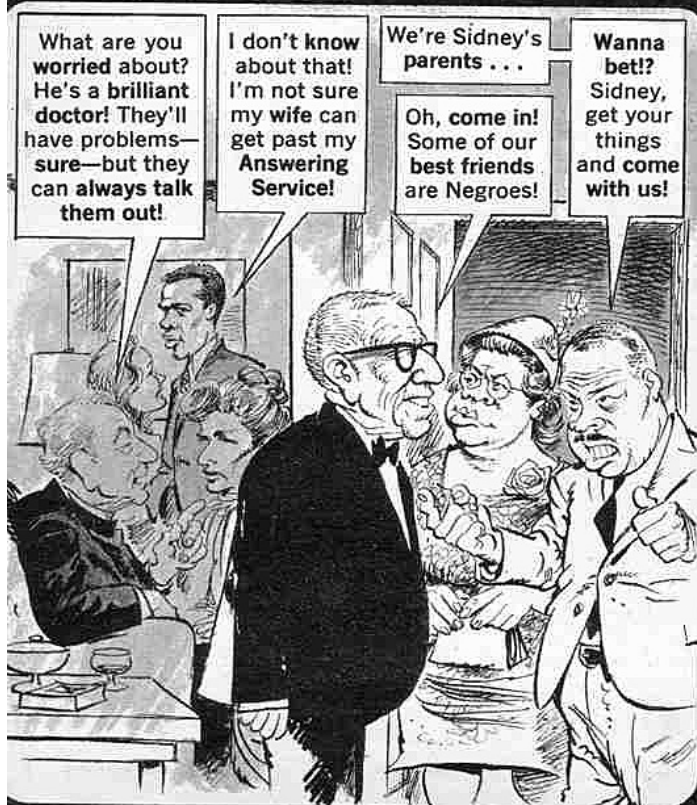
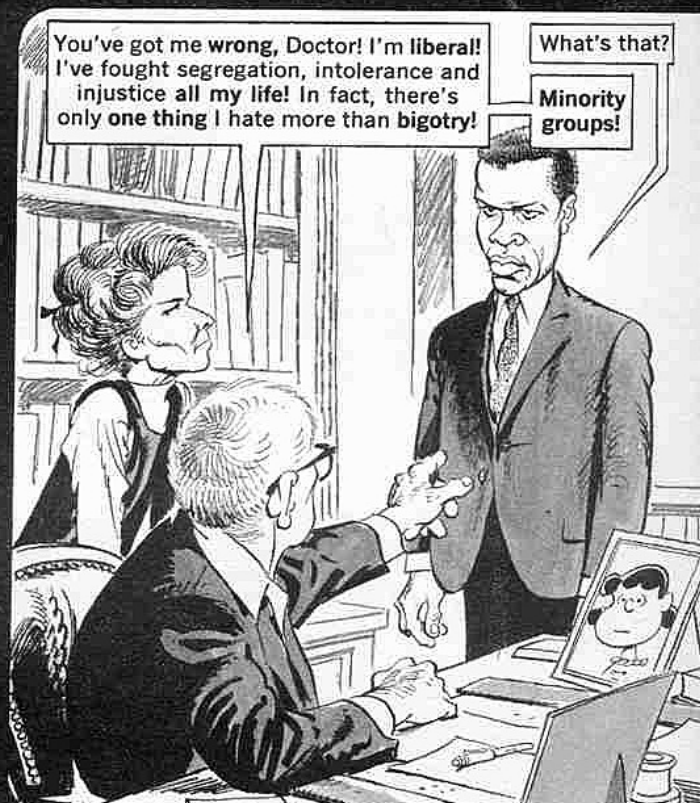


MINI-MOVIES

ARTIST: MORT DRUCKER

WRITER: STAN HART

UP DINNER?



IN COLD BLECCH!

Can you imagine?!
Four people in a
house... with **TEN**
GRAND in the safe!

Are you sure of
your figures?

I'm sure! Why?

I'd hate to drive
over four hundred
miles to kill only
TWO people!!



You're fantastic, Percy! You
can kill without any regard
for human life and without
any moral compunction!

Yeah! I was
always that
way... even
as a kid!

What did
you want to
be when you
grew up?

One of the
Joint
Chiefs
of Staff!



Did you look in
kitchen? It's
horrible! It's
enough to make
you throw up!

You
mean
the
bodies?

No, the smell!
The garbage hasn't
been taken out
in six days!

Well, you
told the
men not
to **MOVE**
anything



We
know
who
did
it!

By clever deduction?
By brilliant police
work? By painstaking
examination of clues?

No... a
friend
of theirs
squealed!

You're not a very
good detective!

And you're not
a very good
Truman Capote!



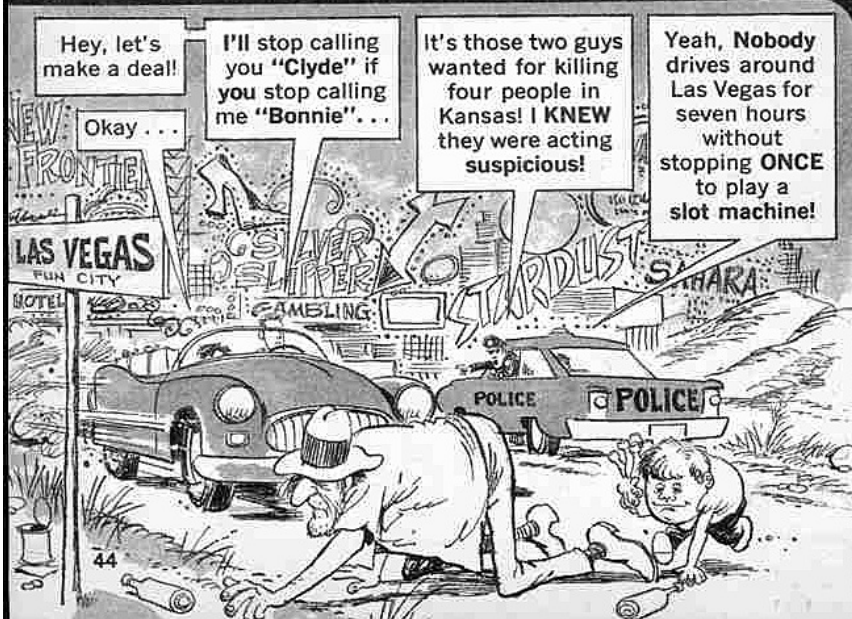
Hey, let's
make a deal!

Okay...

I'll stop calling
you "Clyde" if
you stop calling
me "Bonnie"...

It's those two guys
wanted for killing
four people in
Kansas! I **KNEW**
they were acting
suspicious!

Yeah, Nobody
drives around
Las Vegas for
seven hours
without
stopping **ONCE**
to play a
slot machine!

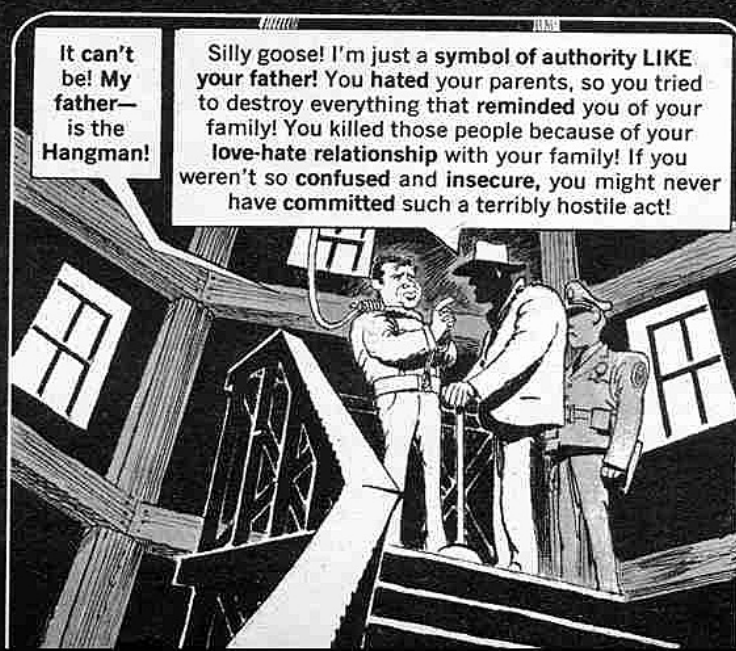
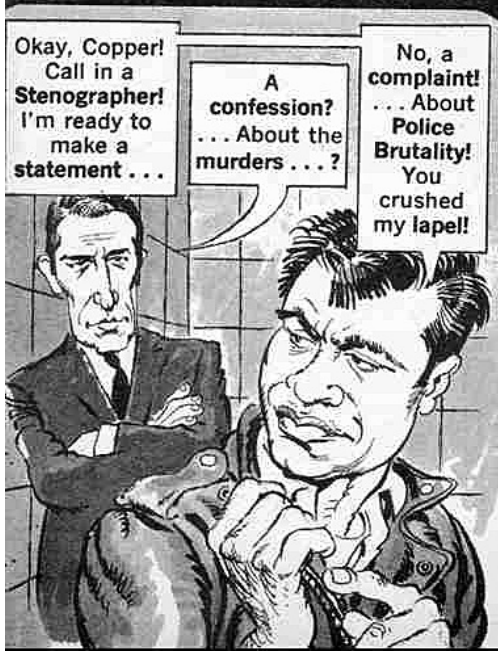
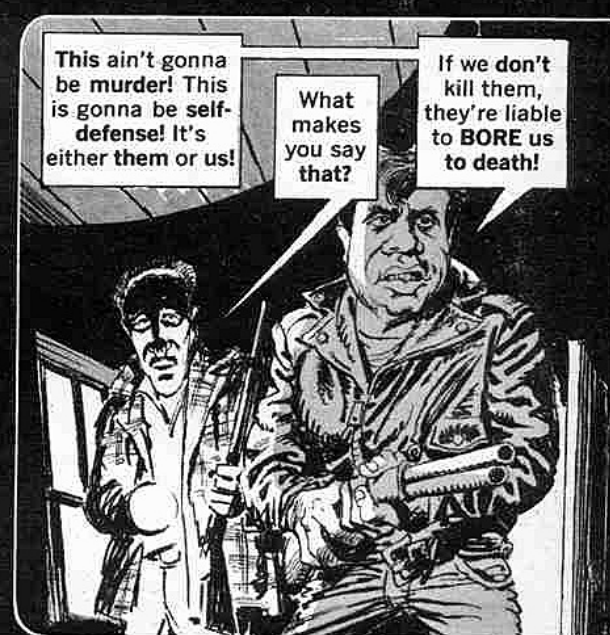
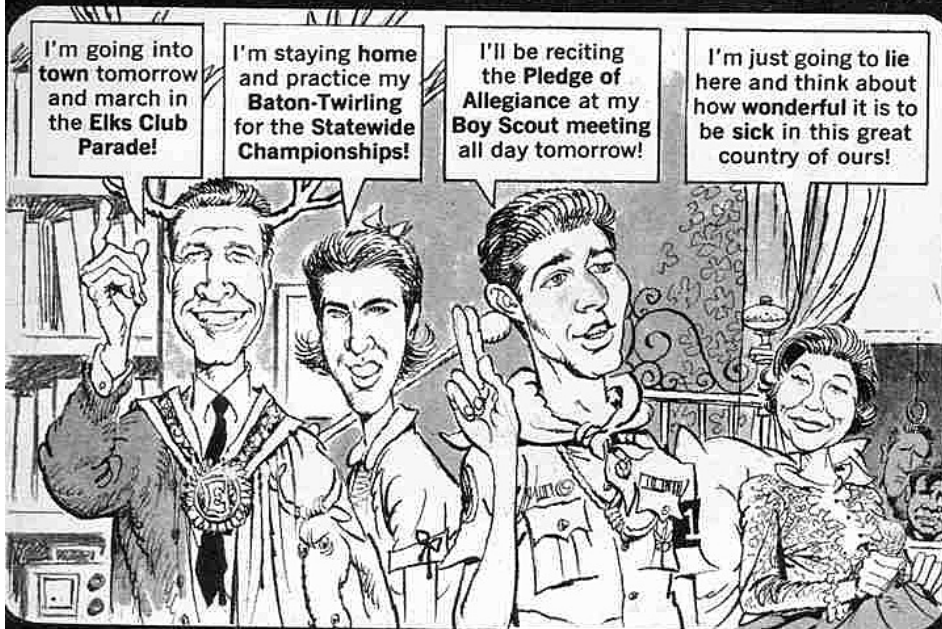


They've been grilling
Hiccup for six straight
hours in there!
That's enough to make
ANYBODY
confess to murder!

Stop it! Stop all
these questions! I
can't stand it any
longer! I'll confess!
I DID IT! I DID IT!!

They just
don't make
cops like
they used
to any more!





THE POST-GRADUATE

Now that you've graduated, we have it all planned! First, you get a good job! Then you work your way to the top! Then, you marry some nice girl and have kids and a home and a mortgage!

And tomorrow, we have an even **MORE** exciting day planned!

PLASTICS!

Gee, Mrs. Robinhood, I drove you home from the party, but I never expected **THIS!**

Are you afraid of me?

W-why should I be? I can see you're not carrying any concealed weapons!

Let's not do anything we'll be sorry for later on! Couldn't we just sit here and talk!

No! I'm not that kind of girl!

It wasn't MY idea to take out your daughter! My Old Man insisted!

I warn you! Don't try anything sexy or dirty with her!

You're very protective!

Jerk! I want you to save those things for me!!

Benny, how could you **DO** such a thing with my wife! I'm very disappointed in you!

I'm really sorry!

You **SHOULD BE!** I was sure you had much better taste in women!!

I've got to stop Elate from getting married!

Come to think of it—maybe I **SHOULDN'T** stop Elate from getting married!

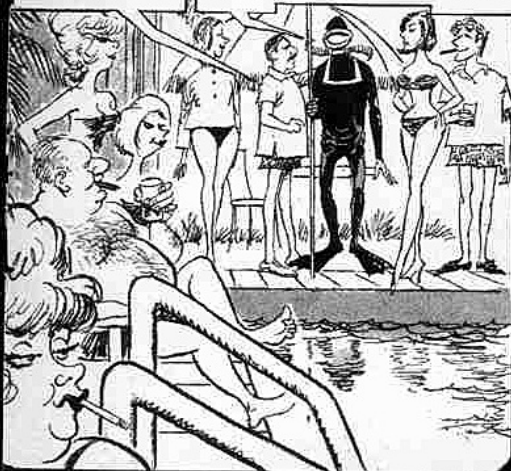
After all, I've been making out pretty good with married women, lately!

C'mon, Benny!
Show all the
folks how
nice you can
swim!

But
I
can't
swim!

Then show
them how
nice you
can sink!

But
I
might
drown!



Goody! Then I can
give you mouth-to-
mouth resuscitation!
Hubba-hubba-hubba!



But you're
the wife of
my father's
best friend!

So?! I should
do this with
strangers??

I-I mean
... don't
you think
I'm doing
something
wrong?

Not wrong!
Just awkward!
You've caught
me in the
zipper!



I've got a confession
to make, Elate! I've
been having an affair
with your Mother!

With my Mother??
How COULD you?!

Awkwardly!



I think it would
be best if I went
away to college,
Mother! Will I
see you soon?

Of course, dear! I'll
visit you for a weekend!
You can get me a room
at the Y.M.C.A.!

You
mean
the
Y.W.C.A.!

Don't
correct
your
Mother,
dear!



Oh, Benny!
How heroic!
You've come
in the nick
of time to
rescue me!

That's right,
Elate! I've
finally found
something I
really love!

Me?

No—hitting
people with
religious
symbols!

How can you DO such an
objectionable thing?!

You're lucky it's
not a Star of David!
That has SIX points!



... and then you'll get a
job, and I'll have a house in
the suburbs with a full-time
maid, and I'll have kids,
and I'll join the P.T.A. ...

Oh, Mother ...

We're not together
five minutes and
already you miss
your Mother?!

No,
I
miss
YOUR
Mother!

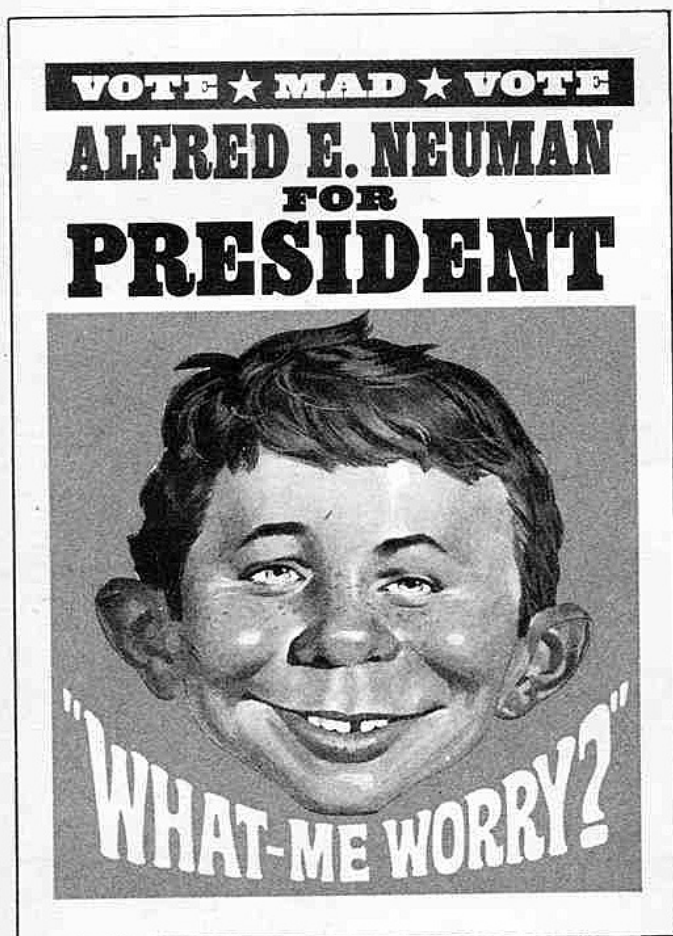


III RT
DRUCKER

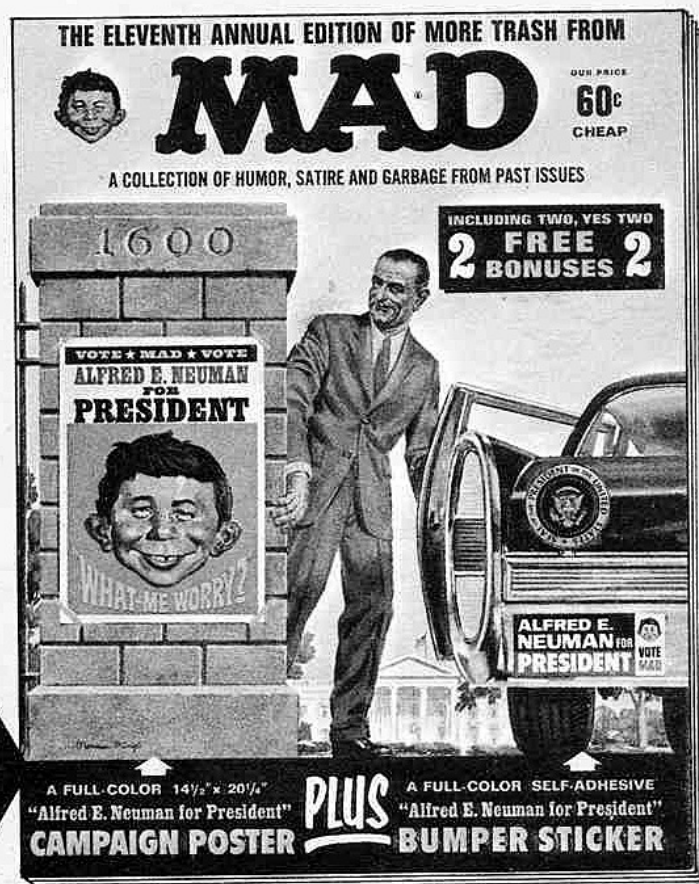
HAVE YOURSELF A WILD POLITICAL "PARTY"

... WITH A FULL-COLOR 14½" x 20¼"
"ALFRED E. NEUMAN FOR PRESIDENT"
CAMPAIGN POSTER

AND A FULL-COLOR SELF-ADHESIVE
"ALFRED E. NEUMAN FOR PRESIDENT"
BUMPER STICKER



**YOU GET THEM
BOTH FREE**
... ALONG WITH A COLLECTION OF ARTICLES, AD
SAIRES AND OTHER GARBAGE FROM PAST ISSUES
IN THIS LATEST MAD ANNUAL



On Sale Now Wherever Magazines Are Sold

(... or just perused by the cheapskate element!)

**WHAT NEW
SOURCE OF
EXPLOSIVE
ENERGY
HAS THE
UNITED STATES
DEVELOPED?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The United States, the nation that first unleashed Atomic Energy, has developed another, even greater explosive force. And like Atomic Energy, this new force can be both destructive and beneficial, depending upon how it is used. To find out what it is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▸

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**BLASTING CROWDED CITIES OUT OF EXISTENCE IS A SICK
APPLICATION OF THIS GREAT NEW POWER. ONLY A
POLICY OF PEACEFUL CONSTRUCTIVE USE IS THE ANSWER**

ARTIST & WRITER:
AL JAFFEE

A ▸

◀ B

**MAD'S
Great
Moments
In
Advertising**

**The Day
They
Fired
The
Goodrich
Girl-Giant
Ho!
Ho!
Ho!**

